



# Luz Institute

School of Global Business Management

**Executive  
Courses**

**Global Corporate Business  
Management**



**Integrity Innovation Diversity**

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*Appendices: potential partners & facilitators for executive courses*

## **1. Introduction**

Luz Institute is comprised of three different departments which are hereby referred to us 'Schools' which include the School of Biomedical Sciences, School of Global Business Management, and School of Arts and Humanities based on separate academic and professional focus rather united in autonomy and leadership under the same institution.

Currently, the School of Global Business Management would like to conduct professional executive course programs starting from February 2018, basically as a pilot project of the learning market and a pioneering task force of the Luz Institute. In this aspect, executive courses are hereby referred to as short-term professional programs designed to deliver a desired package of skill-set that would add competitive and comparative value to the learner through a short period of flexible training for instance one to three hours a day conducted within three to six weeks only.

Our executive course programs have been designed to suit business owners, entrepreneurs, corporate leaders, & CEOs operating in complex, disruptive, and constantly changing markets in various parts of the world. We hold a world-class team of highly skilled and experienced faculty to meet your needs for high quality training and beyond

## **2. Background**

Global Business Management is all about broadening, leveraging and negotiating to create, sustain, and transform business value and relationships with key exterior stakeholders so as to realize strategic objectives.

Managers whose companies operate at multinational scale require being equipped with a new set of relational skills. Unfortunately, most global managers lack such type of skills because of the lack of prior knowledge, experience, or teaching. Global managers need skills that will enable them to deal with non-business 'middle men' across their supply chains such as overseas governments, multiple home and overseas stakeholders as well as local civil societies and traditional leaders.

Corporate Business Leadership program has been introduced in order to optimize competencies, efficiency and performance of global managers across complexity of the constantly changing global markets and culture as the country moves towards an industrialized economy.

### **3. Executive Courses' Advantages**

The advantages of conducting such piloting projects are divided into two categories institutional and participants' advantages. Institutional advantages include; *first*, an opportunity to introduce Luz Institute and its strategic vision, mission, goals, and core values as a corporate body to the community and stakeholders of higher education; *second*, a learning opportunity for the staff to learn and understand the needs of the expected participants and the current market through experience and practice; *third*, a chance to build academic and professional knowledge-base to its own staff too through short-term courses prior to start offering long-term course programmes and *fourth*, an eye opener towards the application of research-based, process-centered and result-oriented learning and teaching methodologies.

On the other side, the pilot project of the executive course is expected to offer the following advantages to the expected audience; *first*, acquisition of knowledge, skills and experiences through research-based, process-centered and result-oriented learning approaches through cost-effective means; *second*, to enable the audience acquire global skill-sets that will enable them bridge the gap of knowledge in the areas of entrepreneurship, innovation, global mindset, management and business leadership; *third*, to introduce the audience to global economic forces (e.g. cultural, technological, demographic shifts, customer loyalties, etc) that drive the constantly changing market values; and *fourth*, to enable the audience develop market competencies and intelligence that would enrich the spirit of entrepreneurship and innovation so as to take advantages of both the local and global market opportunities.

### **4. Our Strategic Values**

#### **4.1. Our Motto:**

“Value Creation”

#### **4.2. Our Corporate Vision:**

We aspire to be recognized internationally as an institution that creates value through imagination and innovations that reinforce future sustainable development.

#### **4.3. Our Mission:**

To transform people's lives through accessible quality training, knowledge and research

#### **4.4. Mission Statement:**

*The mission statement of the Luz Institute is to provide an outstanding and competitive learning atmosphere that prepares students for meaningful and purposeful individual lives, professional realizations, and accountable global citizenship.*

#### **4.5. Our Direction:**

Teaching, Innovation, Research

#### **4.6. Our Core Values:**

Integrity, Innovation, Diversity

#### **4.7. Our Slogan for Corporate Social Responsibility:**

Sustainable development for people, society, and environment

#### **4.8. Our Scope:**

4.8.1. To become a world standard professional center that offers services for teaching, workshops, and researches in the laboratory.

4.8.2. To provide quality education that reinforces the application of scientific and technological data-driven economy.

4.8.3. To become a center of excellence where knowledge is created, adapted, communicated and shared both at national and global platforms

4.8.4. To produce world class graduates who will work as knowledge base staff in practice, teaching and researches with scientific and entrepreneurial mindsets.

4.8.5. To cultivate a spirit of innovation to individual students through science and technology that would reinforce sustainable developments.

**4.9. Basic Philosophy:** *Developments between Corporate Vision and Vision for Society*

## 5. Executive course structure

The entire course is conducted by means of a combination of analyses, cases and simulations. It is organized into six modules divided into two sections, each section requiring three weeks – with regional, global and industry perspectives integrated together by global experts who facilitate and guest lecture.

## 6. Executive course title and content:

**1<sup>st</sup> Course title: Fundamentals of Global Business Management** (*Course code: 101A*)

**The Fundamentals course** is the beginning-level course program designed for entrepreneurs, business owners, corporate leaders and professionals new to the global business development and management discipline. Individuals with some experience in business development and who are interested in renewing their knowledge and professional skills in business development undertake this course program as a review.

### **Course content:**

*Module I: Global Leadership Development*

*Module II: Global Corporate Development*

*Module III: Global Marketing Strategy*

**Course duration:** 3 weeks

**Course award:** Executive Certificate in Fundamentals of Global Business Management

**Study Time:** 4:00 – 7:00pm

**Topics Covered:** Fundamentals of Global Business Management (*Module I – III*)

**2<sup>nd</sup> Course title: Advanced Global Business Management** (*Course code: 102B*)

**The Advanced course** is designed for business development professionals with about one or more years of experience in serving as part of a business development or global business development team, but are now interested in advancing further to a senior-level role inside their organization. The course assumes that the candidate understands some of the terminologies and tools used in global business development discussions, with more in-depth discussions of cross-cutting issues using real-world business case studies. Each candidate joins a team to present a case over a business platform using global business strategies shared in the course.

**Course content:**

*Module I:* Global Marketing Management

*Module II:* Global Brand Management

*Module III:* Real-time Orientation to Global Companies

**Course duration:** 3 weeks

**Course award:** Executive Certificate in Advanced Global Business Management

**Study Time:** 4:00 – 7:00pm

**Topics covered** Advanced Global Business Management (*Module IV – VI*)

***3<sup>rd</sup> Course title:*** International Business – *Doing Business in China\**: To be conducted in April through May 2018

**7. Executive Course Objectives:**

To enable participants achieve fundamental and advanced competencies required of Global Business Management, focused on:

**a. Knowledge & understanding**

- i. To identify and further develop a global mindset
- ii. To master some of the tools and operational tasks critical to global engagement, effective cross-cultural communication and corporate management
- iii. Of corporate basis of global business leadership and management
- iv. Of perspectives on global market trends and dynamics.

**b. Professional competencies**

- i. To learning, critical thinking and analysis, communication, and managerial skills
- ii. To apply various corporate leadership tools of any government agency, industry association, corporation, union, or NGO upon end of the lessons

**c. Professional qualities & behavior**

- i. To enable participants establish attitudes, conduct, ethics that reflect not only the core values of their business activity but also the global culture & citizenry.
- ii. To motivate participants to achieve accountability as essential ingredients of teamwork
- iii. To motivate participants to be responsible for continuing learning, with due regard for business management.

## **8. Study duration and time**

The executive course programs that fall under the '*Fundamental courses*' category will be conducted for the period of one to three weeks only. This part of training is designed to introduce participants to the theories, concepts, principles, and contexts of the study program as a participant at the local environment relates with the global market.

Furthermore, executive courses under the '*Advanced courses*' category require another three weeks to make a total of six weeks whereby the latter one or two weeks may be used for further review of complex business scenarios and case studies that highlights both local and global perspectives and opportunities towards achieving an industrialized economy at globalized market place. As part of competence-based training, this will also but not limited to individual's engaging in more hands on field work activities while focusing on developing an individual's own spirit of entrepreneurship and innovation and furthermore improving corporate competitive advantages.

The executive programs are expected to be conducted after 4pm for only one to three hours a day inclusive of a thirty minutes break in between. The institution is hereby developing its cyber learning competencies and to cater for individuals in peripheral areas who may engage in training through cost-effective means after business hours despite barriers of distance and time though candidates ought to be obliged to spend a minimum of one week for workshop at the training site.

## **9. Course fees:**

Fees will be charged and taxed based on values for learning according national rules and regulations. However, while offering executive course programs, Luz institute is determined to waive some of the fees by offering scholarships to its programs as it's currently focusing on capacity building of its own staff and its acquaintance to the industry.

## **10. Venues:**

Participants pursuing executive courses will be informed in advance by emails and telephone about the venues for executive courses. Currently, venues will be hired based on convenience for learning, technical feasibility, and infrastructure before Luz Institute establishes its permanent premises.

### **11. Staff:**

The Institute is determined to ensure constant availability of trainers to achieve consistence of training in all its day-to-day operations. Outsourcing of rare professionals will be done while reflecting momentous needs, otherwise, courses will be run by qualified professionals within the Institute corresponding to courses offered. Executive courses are designed to be run by two facilitators whereby one of them should have at least a Masters Degree on specified subject and have proven experience on teaching and research on the specified subjects.

### **12. Academic Integrity Policy:**

The Luz School of Global Business Management is dedicated to preserve the Luz Institute's code as thoroughly expressed in the Luz Institution's charter. It is the policy of the School of Global Business Management to report all violations of the code. Any definite violation or prototype of violations of the Academic Integrity Code will lead to the student's dismissal from the Global Business Management training, or from undertaking any other course program.

*Potential Partners for Executive Courses: KCMC, ACCA, ImageDoctors, ICMDA, University of Minnesota*

**Facilitators for Executive Courses:**

**Kayandabila Johnstone MD, MBA**

**Erick Obadha, B.Com, MBA**

**Lina Alex, International Diploma in Project Management, Intl. Diploma in Business Bookkeeping & Accounting**

**Bernard Mwilombe, Advanced Diploma in Accounts**

**Diana Domet, Dipl. Business Administration, BBA (*Ongoing*)**

**Dr. Nasra Bachu, Intl. Business – (*Doing Business in China*)**

**Dr. Rajabu Mallahiyo, MD, MBA**



**Integrity Innovation Diversity**

Luz Institute is an affiliate of the ImageDoctors (a non-profit making organization with an authorized registration number 00NGO/00005406 under section 12(2) of Act No. 24 of 2002 of the United Republic of Tanzania)