

Graduate Executive Certificate in Management

photo by : senivpetro

What *is the* GECM?

The Graduate Executive Certificate in Management (GECM) targets the educational needs of prominent industries in Armenia. It acknowledges the imperative of building stronger management teams in order to be able to capitalize on opportunities insinuated by local and international dynamics in this sphere. The program is a result of a needs assessment of several key industries in Armenia. Like most companies with unique competencies that are on a growth pattern, a lot of companies in Armenia have a model of promoting internal human resources into managerial positions (rather than attracting managerial personnel from outside). Not surprisingly, employees with high technical capabilities often lack the necessary soft skills. GECM helps graduates prepare for their career advancement through developing skills essential for managerial-level positions.

The program is comprised of 4 courses with 3-credits each (12 credits in total) taken over 2 semesters (30 weeks). Classroom teaching is intensive with 2 modules each lasting 3 hrs 45-min modules per day. Participants however, will only spend 1 weekend per month for a total of 4 weekends each semester in the classroom.

Curriculum

The GECM curriculum is divided into 4 courses: 3 core and 1 elective.

Core Courses:

Effective communication &
Personal Management
(1st Semester)

Organizational Behavior &
Teamwork
(1st Semester)

Leadership &
Work Psychology
(2nd Semester)

Industry-specific Electives (either of the three):

Project & Product Management
in the ICT Sector

Management of Healthcare
Providing Organizations

Management of Financial
Institutions

Each course is 3 credits, students need to complete 12 credits to graduate from the program.

Learning Objectives *for* Core Courses

BUS 301 Effective Communication (3 credits)

E-mail/memo writing; Presentation skills; Critical thinking & constructive criticism; Basics of interviewing; Time management; Prioritization of and following-up on communication; Work-life balance; Setting professional development goals.

BUS 305 Managing People & Organizations (3 credits)

Building and managing teams; Delegation skills; Employee evaluation and feedback skills; Negotiations; Conflict resolution; Managing expectations of internal and external stakeholders.

BUS 319 Special Topics in Leadership (3 credits)

Team interactions simulation; Motivation theory and practice; Gender balance in workplace/ Women in business.

Industry-specific electives in the 2nd semester will be tailored to the proficiency of the students, learning objectives will be value-adding and highly customized.

Program Criteria

To ensure that classroom discussion and team projects are of value-adding quality for all students enrolled in the Program, the Manoogian Simone College of Business & Economics (CBE), the Turpanjian School of Public Health (SPH), and the Akian College of Science and Engineering (CSE) at AUA target professionals with 8+ years of industry experience, with a predicted average age of 30 to 35. Targeted intake each year will be no more than 25 students.

Program Cost

The tuition is 180,000 AMD per credit for citizens of Armenia and 10-year residents, and 270,000 AMD per credit for international students (12 credits in total are needed to graduate from GECM). For corporate groups participating with 2 to 5 citizens of Armenia or 10-year residents, the tuition cost is 162,000 AMD per credit. For groups with 5 or more people (again citizens of Armenia or 10-year residents), the fee is reduced to 144,000 AMD per credit.

Certificate

To successfully complete the GECM program and receive the Graduate Executive Certificate, participants must complete all required courses/modules (12 credits, including 3 credits from industry-specific electives) with a GPA of 3.0 or higher.

Application Process

Applicants must meet all application requirements as listed at admissions.aua.am/certificate-programs. After an initial screening, applicants will be invited to an interview. Applicants must demonstrate sufficient English skills to communicate verbally and in writing (program deliverables will be in English).

Fall 2022 Deadlines

Early Application March 30, 2022

Regular Deadline July 01, 2022.

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GECM Program

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The American University of Armenia is accredited by the WASC Senior College and University Commission, 1001 Marina Village Parkway, Suite 402, Alameda, CA 94501, 510.748.9001, www.wscuc.org. In addition, AUA is affiliated with the University of California.