

POWER YOUR POTENTIAL



FOR INDIVIDUALS & ORGANIZATIONS



NYU | STERN

Executive
Education

EXECUTIVE EDUCATION



Naomi Diamant
Assistant Dean

Welcome From Our Assistant Dean

Great cities are engines of creativity. New York University takes its name and spirit from one of the world's most global, diverse and dynamic cities of all. Thriving beyond borders and across academic disciplines, NYU has emerged as a hub of networked centers for learning, creating new knowledge and inventing new ways to meet humanity's challenges through business, science, policy and the arts.

NYU Stern's portfolio of global degree programs, short courses and custom programs prepares executives to meet the changing demands of the global economy. Our programs are designed to inspire you to test your own assumptions, lead change and transform complex global business challenges into opportunities.

Learning is lifelong. At any age, going back to school is a magical opportunity to step away from the day-to-day and ask *why*, *what's next* or *imagine if*. Learn from leading faculty and industry practitioners who are working on today's challenges and tomorrow's opportunities. Gain from collaborating with a global network of faculty, fellow participants and leading executives.

We welcome you to contact us by phone at [+1.212.998.0789](tel:+12129980789) or e-mail us at exced@stern.nyu.edu to learn more about our programs and discover which ones best suit your professional goals.

We look forward to hearing from you and partnering with you to meet your learning needs.

A handwritten signature in blue ink that reads "Naomi Diamant".

Naomi Diamant
Assistant Dean



New York University Stern School of Business is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org



NYU | STERN

LEADERSHIP AND STRATEGY FINANCE AND RISK MANAGEMENT BUSINESS ANALYTICS AND MARKETING

Who We Are

NYU Stern is a top-tier finance school with recognized expertise in management, marketing and innovation with more than 200 full-time research and clinical faculty, including three Nobel laureates.

Located in the vibrant heart of downtown Manhattan, NYU Stern is a leading research institution at the global center of business and culture. Our professors are consistently sought out as subject-matter experts in a wide variety of publications. Our faculty members are deeply engaged in cutting-edge research to discover new ways to identify and predict the drivers of success in global business.

Programs for Individuals and Organizations

Programs for Individuals: Short Courses

- 2-5 day open enrollment courses
- Essential business skill development (Leadership and Strategy)
- Exploration of key business topics (Finance and Risk Management)
- Focus on common challenges for executives (Business Analytics and Marketing)

Programs for Organizations: Custom Programs

- Targeted solutions for organizations, 20 employees or more
- Customized design and application-oriented programs based on identified objectives
- Delivered either at NYU Stern or company's preferred location



SHORT COURSES

EXECUTIVE EDUCATION SHORT COURSES

Executive Education courses at NYU Stern are designed for senior executives and high-potential managers to **retool**, **advance** and **expand**. NYU Stern's world-class faculty and over 100 years of business education back up a promise that you will emerge from our programs better equipped to master the challenges and opportunities of both your corporate environment and the global marketplace. Our short courses are two- to five-day open enrollment courses in various essential business topics.





Leadership and Strategy. Analyze your own potential for leadership and develop a personal leadership plan. Learn how to develop your own personal style, bring others on board and sustain your position in a competitive world.

Business Analytics and Marketing. Learn how analytics can better inform your decision-making and strategy formation. Learn to utilize digital marketing and social networks to drive innovation.

Finance and Risk Management. Gain a more global perspective in the field. Acquire the tools to interact effectively with financial managers. Learn to unlock secrets hidden in company balance sheets.

The best minds in executive education are at NYU Stern. Power Your Potential.

FOUR TRENDS IN EXECUTIVE EDUCATION¹— PROGRAM TAKEAWAYS:

-  COURSEWORK LEADS TO A RAISE OR JOB PROMOTION
-  PREPARATION FOR JOBS OF THE FUTURE
-  USABLE JOB SKILLS AND CLASS FLEXIBILITY
-  NETWORKING

¹ Yarrison, Mary. *Getting Ahead: 4 Trends in Executive Education*.



LEADERSHIP AND STRATEGY

BUSINESS ANALYTICS AND MARKETING

FINANCE AND RISK MANAGEMENT



Leadership and Strategy

How do you cultivate the qualities that set you apart from the pack and produce real results for your organization? Managing people effectively requires a basic understanding of human nature—your own and others’—and of the dynamic, complex world around you. It can be learned—as can the communication skills you need to convey your strategic vision and propel your organization ahead.

C-level executives are not the only ones who need to lead. Leadership is a mindset and a set of actions that will benefit individuals at all levels. Develop a personal strategy for leading and sharpen your presence and presentation for more effective leadership and your organization’s optimal performance.



Business Analytics and Marketing

Business analytics is the intersection of business and technology. It lives in data and offers new opportunities for competitive advantage. Individuals with strong quantitative backgrounds can acquire business analytics skills as well as effective tools to communicate and visualize the results throughout their companies.

Marketing is just one of the initiatives that can be driven by properly leveraged business analytics. No company will be successful going forward without a business analytics strategy. Acquire the core competencies that are prerequisites for success in today’s business environment.



Finance and Risk Management

Every well-rounded executive should be able to understand and leverage finance and risk management concepts.

Finance cuts across all aspects of a firm. The unknowns of economies, resources, political upheaval and even climates—all can disrupt well-laid plans and comfortable futures. Maintaining a state of readiness for the unpredictable has never been more important. Learn the concepts, processes and frameworks of risk management.

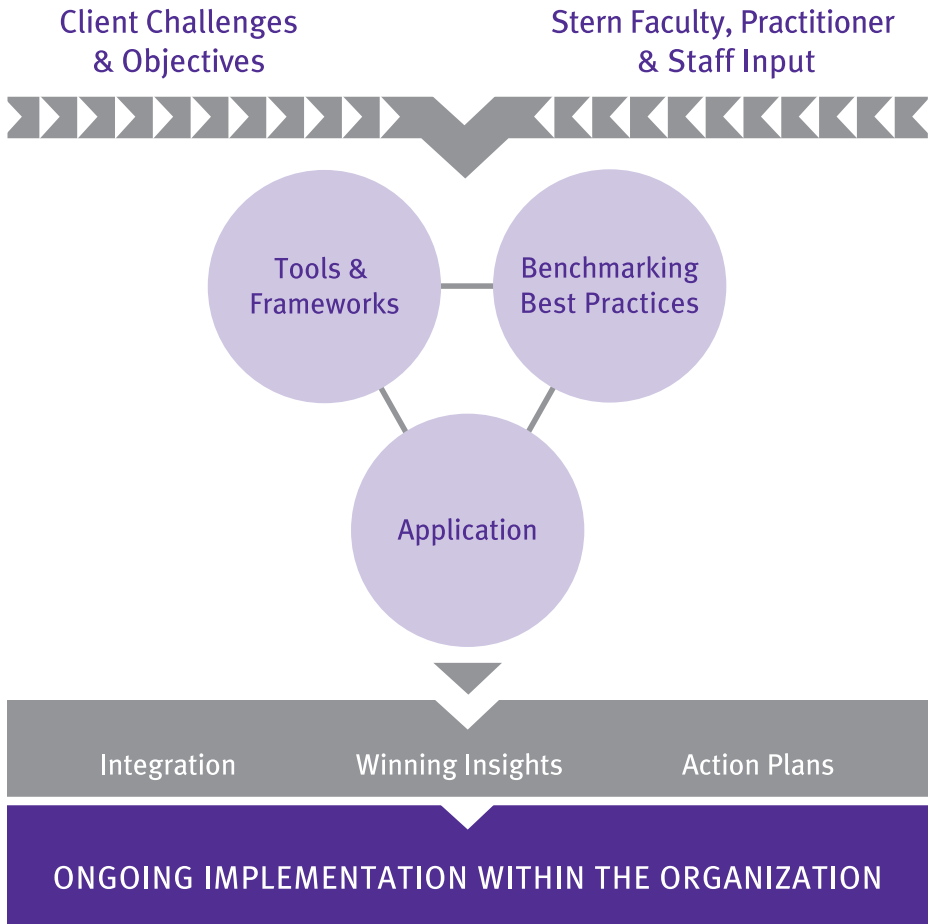
Start the Dialogue

We invite you to review our Short Courses portfolio on our website at www.execed.stern.nyu.edu Contact us at +1.212.998.0789 or at execed@stern.nyu.edu to discuss which Short Courses may best fit your needs.

CUSTOM PROGRAMS

CUSTOM SOLUTIONS FOR YOUR ORGANIZATION

NYU Stern Custom Programs provide targeted educational experiences designed to address specific business challenges. Based on your identified learning objectives and desired outcomes, we partner with you to design and deliver application-oriented initiatives resulting in enhanced individual and organizational effectiveness.

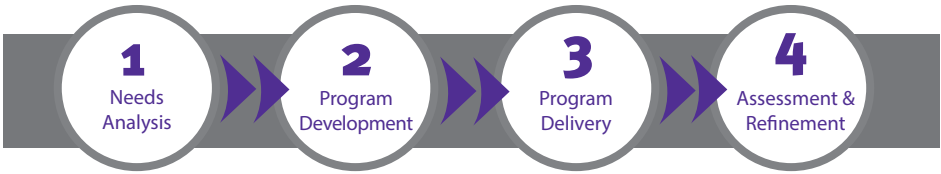


Custom programs, whether in capability building or in transformative change management, aim to move your organization's strategy from vision to action—to imagine what's possible and to unlock each participant's greatest potential. Our designs link ideas from NYU Stern's world-renowned faculty thought leaders with those selected from a robust pool of adjunct faculty and practitioners.

Our Partnership Process

Our iterative custom program development process begins and ends with a focus on your organization. What are your needs, current challenges and vision for a successful future? We listen to you to learn about your desired outcomes and critical success factors. From our first conversation to post-program assessment, we maintain an active exchange with you to create a unique, proprietary program that is directly applicable to participants' daily work.

Our Development Process



A Focus on Application

“Each year we run the program we are truly impressed by the quality of the delivery and the high caliber of the BANKSETA custom program—the International Executive Development Programme (IEDP)—with NYU Stern Executive Education and GIBS, which is a seamless combination of engaging faculty, group projects and company visits. The program provides direct application to the participants' work in the banking, development and microfinance sectors in South Africa; it also exposes the participants to banking perspectives in various international banks.”

Max Makhubalo, CEO of BANKSETA, South Africa

Start the Dialogue

We invite you to start the dialogue with NYU Stern Executive Education about a custom program for your organization. Contact us today to explore how we can work together.

Contact us at +1.212.998.0789 or at custom@stern.nyu.edu to discuss how NYU Stern Executive Education can help your executives develop their capabilities.

FIND US

NYU Stern Executive Education programs are held in the heart of New York City on NYU's Greenwich Village campus. Situated in one of the world's foremost business and cultural capitals, you will be able to take advantage of all that New York City has to offer.

