

New open-enrolment executive programmes now offered at School of Business, Economics and Law, University of Gothenburg

The School of Business, Economics and Law at the University of Gothenburg has announced it is now offering shorter, open-enrolment executive programmes as a complement to the school's leading 21-month Executive MBA programme and 2-15-day Custom Programmes. The new Open-enrolment Programmes (OEPs) will primarily be 2 days long and are intended for executives and leaders who need to quickly develop their skills within a specific area.

All OEP lecturers will be researchers who already teach on the Executive MBA programme or Custom Programmes. They are also experienced consultants within their respective areas of expertise. All the executive programmes at the school are based on academic research and share the common objective to develop new skills with lasting practical relevance for the participants and their companies.

The new OEPs are designed for executives and leaders in the private and public sectors who need to build their skills in the most time-efficient way. In each programme, participants will develop their ability to combine strategic perspectives with operational realities. The programmes provide in-depth insights into the latest research, combined with a high level of practical relevance. As the programmes include participants from a wide variety of companies and industries, there are ideal opportunities for networking and benchmarking.



OEP facts

The programmes are designed to equip leaders to better manage current business challenges. New OEPs will be made available on a continual basis, in alignment with relevant and respected topics and lecturers. The following programmes will be offered in 2019:

- Artificial intelligence for decision makers
- Business model innovation
- Digitalisation for digital strategists
- Digitalisation for digital strategists in the public sector
- Management and financial accounting for leaders
- Change management
- Innovation leadership
- Pricing and value creation
- Supply chain management

The programmes will normally have a duration of 2 or 2.5 days and will be delivered in English or Swedish. They maintain a consistently high academic standard with lecturing researchers who already teach on the Executive MBA programme or on Custom Programmes. The lecturers are experienced consultants in their area of expertise.

Learn more about the OEPs at www.guexed.com/open-enrolment-programmes/

“The School of Business, Economics and Law at the University of Gothenburg has an important task to contribute to lifelong learning. The GU School of Executive Education (GUSEE) plays a key role in this respect. With the shorter open-enrolment programmes now being launched, a larger group of executives will be able to reconnect with academia to update and deepen their skills in rapidly changing areas”, says Per Cramér, Dean for the School of Business, Economics and Law at the University of Gothenburg.

Offering shorter programmes, with the same high academic quality as the Executive MBA or Custom Programmes, is based on feedback received from executives and business leaders:

“We are happy and proud to now be able to offer a wider range of cutting-edge expertise within a well-established framework based on academic rigor. The new open programmes are available to everyone who needs to learn more within one or several key areas. They complement our other executive programs consisting of our Executive MBA, which prepares participants for the next major step in their careers, and the Custom Programmes, which aim to elevate entire leadership teams of 15-20 people from the same organisation”, says Håkan Ericson, Managing Director for the GU School of Executive Education at the School of Business, Economics and Law in Gothenburg.

The School of Business, Economics and Law at the University of Gothenburg is one of only 90 business schools in the world – and the only one in Sweden – to be Triple Crown-accredited, i.e. holding the three most prestigious international accreditations from AACSB, AMBA and EQUIS.

For more information, please contact:

Håkan Ericson, Managing Director, GU School of Executive Education
hakan.ericson@handels.gu.se, +46 709 50 63 35

The School of Business, Economics and Law, University of Gothenburg delivers Sweden’s first AMBA-accredited Executive MBA programme, custom programmes for internationally-focused companies in the Nordic region and shorter open-enrolment programmes. Training is provided in Sweden and abroad. By designing programs that combine academic rigour and practical relevance, the school develops leaders and executives. The School of Business, Economics and Law at the University of Gothenburg is one of only 90 business schools in the world – and the only one in Sweden – to be Triple Crown-accredited, i.e. holding the three most prestigious international accreditations from AACSB, AMBA and EQUIS. This corresponds to approximately 0.7% of the total number of business schools globally. www.guexed.com

GU School of Executive Education, Box 609, 405 30 Göteborg, Sweden. Telephone: +46 31 786 53 81.
www.guexed.com