

## Executives learn new skills on short academic-quality leadership programmes

Two short Open-enrolment Programmes were recently concluded at The School of Business, Economics and Law at the University of Gothenburg. Executives from companies and organisations such as Wallenstam, SKF, the City of Gothenburg, Region Västra Götaland, the Swedish Institute, Halmstad and Linköping municipalities took part in the programmes: "Digitalisation for digital strategists in the public sector" and "Management accounting and financial ratios for leaders". The Open-enrolment Programmes (OEP) have been designed and developed to meet the needs of executives to build new skills in the shortest amount of time.

In addition to the School's leading 21-month Executive MBA programme and in-company leadership programmes, The School of Business, Economics and Law at the University of Gothenburg now also offers quality-assured, short, Open-enrolment Programmes. These programmes are only 1-2 days long and aimed at executives who need to quickly develop their skills in a specific area.

### Digitalisation for digital strategists in the public sector

This programme took place November 18-19 under the supervision of Dr. Johan Magnusson.

"The participants developed their knowledge of digitalisation management in two main ways. Firstly, by gaining a deeper understanding of what digitalisation means to society generally and to the public sector specifically. After that, the programme looked at tangible models and tools how leaders can ensure purposeful digitalisation in their respective organisations," says Johan Magnusson.

**Participant feedback:** "An excellent programme that exceeded my expectations."



### Management accounting and financial ratios for leaders

This programme took place November 25-26, lectured by Ec. Lic. Johan Åkesson.

"The programme focuses on gaining an in-depth understanding of the key financial ratios currently used in businesses and public organisations. Using this understanding, participants can assess the general financial condition of any organisation and understand the impact of various decisions on key financial ratios. The programme also provides

knowledge about various financial management models that are needed to actively contribute to the development of a business towards better profitability," says Johan Åkesson.

**Participant feedback:** "As a programme participant, the main thing I'll take with me into my daily work is the importance of evaluating individual ratios to see the whole picture."



### General information regarding the new Open-enrolment Programmes (OEP)

This new programme offering is designed to meet the current challenges of executives and leaders. New open programmes will be added continuously. Within each programme topic, participants develop their ability to combine strategic perspectives with operational realities.

“The programmes are designed for executives who need quality-assured, high-level skills development within a specific area. Some executives cannot find the time to consider longer executive programmes. Our open-enrolment programmes provide in-depth insights into the latest research in the relevant field, as well as practical approaches applied through new tools,” says Håkan Ericson, Managing Director, GU School of Executive Education.

The offering of shorter programmes, with the same high academic quality as the Executive MBA or in-company Custom Programmes, is based on feedback received from executives and business leaders.

“With the shorter OEPs, a larger group of companies and executives will be able to reconnect with academia to update and deepen their skills in rapidly changing areas,” continues Håkan Ericson.

The majority of the programmes are 1-2.5 days in length and are 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 other executive programmes. All lecturers are also experienced consultants in their area of expertise.

The full offering of Open-enrolment Programmes available at any time can be found at [www.guexed.com/open-enrolment-programmes/](http://www.guexed.com/open-enrolment-programmes/)

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**The School of Business, Economics and Law at the University of Gothenburg** delivers Sweden's first AMBA-accredited Executive MBA programme, Custom leadership programmes for internationally oriented companies in the Nordic market, as well as shorter Open-enrolment Programmes. The courses are delivered in Sweden and globally. By designing programmes to always combine academic rigour and lasting practical relevance, the school develops its customers' key leaders and executives. The School of Business, Economics and Law at the University of Gothenburg is one of only around 90 business schools in the world – and the only one in Sweden - which is “Triple Crown” accredited, i.e. holding the three most prestigious international accreditations: AACSB, AMBA and EQUIS. This corresponds to approximately 0.7% of the total number of business schools globally. [www.guexed.com](http://www.guexed.com)

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