



KING'S
BUSINESS
SCHOOL

EXECUTIVE EDUCATION





WELCOME

5th

KING'S RANKED **5TH IN EUROPE** FOR POSITIVE ENVIRONMENTAL AND SOCIAL IMPACT

2022 Times Higher Education Impact Rankings

Top 10

KING'S BUSINESS SCHOOL RANKED IN **TOP 10 UK UNIVERSITIES** FOR BUSINESS AND MANAGEMENT RESEARCH

2021 Research Excellence Framework Impact Rankings

6th

KING'S IS RANKED **6TH** IN THE **TOP 10 BEST UNIVERSITIES** IN THE UK

Times Higher Education 2025

I'm delighted to showcase our executive education portfolio and capabilities to you and your organisation.

At King's we believe in making the world a better place. King's Business School does this by leading challenging and impactful conversations and educating all levels of business to work towards building better business for a better world.

It is an exhilarating yet uncertain time to be in business. Our mission is to enable you to tackle your most pressing challenges and, more importantly, to position yourself and your organisation to take advantage of the opportunities in today and tomorrow's landscape. We believe purpose, impact and profit go hand in hand.

Whether you are reading this brochure for yourself or your organisation, we invite you to partner with us to advance your goals and to positively impact the world. Contact us to speak with one of our experienced team members about the support we can give you to achieve your objectives.



Professor Giana Eckhardt
Vice Dean, Engagement & Executive Education

EXECUTIVE EDUCATION AT KING'S BUSINESS SCHOOL



Accredited by AACSB, AMBA and EQUIS, King's Business School is rated one of the top 10 business schools in the UK for research and impact*. Fully integrated into the wider King's College London community and with a heritage of pioneering thinking, our students and academics have unlimited opportunities for collaboration, research and developing their career prospects.



Located in the very heart of London, we sit alongside bold new start-ups, established public organisations and multinational conglomerates. Businesses inform our teaching, engage with our thought leadership and benefit from our insights and education.

King's Business School undertakes ground-breaking research that improves the way people do business. We put our commitment to drive positive change at the heart of our research and education, engaging with organisations around the world to create real value for society.

We believe business schools must evolve to drive the development of more ethical, inclusive and sustainable companies. Transforming today's grand challenges into solutions requires rigorous education and engagement to put that insight into practice.



All participants who complete the courses in these pages will automatically join our King's Business School Executive Education Alumni community. You will become part of a network of like-minded, motivated and engaged leaders, committed to advancing their careers and organisations. You will also automatically receive invitations to relevant King's Business School events, new thought leadership and be able to access savings on future participation in executive short courses.

EXECUTIVE EDUCATION PORTFOLIO

	CAREER LEVEL		
	EARLY CAREER	MID CAREER	SENIOR LEADERSHIP
OPEN COURSES			
Advanced Leadership Programme in Healthcare Management – page 7			■
Emerging Leaders Programme – page 8	■	■	
Finance for Non-Financial Leaders – page 9	■	■	
Help to Grow: Management – page 10		■	■
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Leading, Managing & Challenging Net Zero Planning – page 14		■	■
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EXECUTIVE DEGREES

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CUSTOM SOLUTIONS – page 21

King’s Business School is experienced in designing, developing and delivering custom solutions for organisations that are tailored to your needs. We work in partnership to understand and analyse your context and to co-create learning interventions that upskill your teams and create lasting impact in your organisation. Contact us to discuss your goals and to find out more about our successful case studies.

OPEN COURSES



OPEN COURSES

ADVANCED LEADERSHIP PROGRAMME IN HEALTHCARE MANAGEMENT

The healthcare sector is like a mosaic; it combines the fastest innovation engines with slow moving relations and equally slow adoption rates of available innovation. This industry also often faces resistance to leverage on digital information technologies more so than any other industry.

Face change head-on and confidently lead healthcare transformation. In a fast-changing industry, embrace the new era of collaboration and co-operation as a dynamic and credible leader who can lead teams toward innovation, take advantage of the new wave in investment to deliver greater economic and social value, and leverage digital technologies to cement the future of global healthcare.

Join our expertly curated, three-module executive program created by the renowned King's College London and IE Business School. Through a combination of online learning and face-to-face sessions, this executive programme ensures a flexible and enriching environment that encourages collaboration and networking.

PROGRAMME IMPACT

This course will equip you to:

- Join a world-class programme that combines knowledge and expertise between two universities.
- Develop a broad perspective of the healthcare industry by learning from seasoned professionals.
- Discover global industry trends within healthcare.
- Enhance your leadership skills to become an effective driver of innovation.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/advanced-healthcare

KEY FACTS

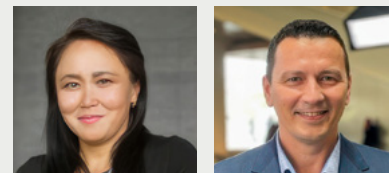
DURATION :
5 months

FORMAT:
Blended – 4 days in London, 4 days in Madrid and online

LANGUAGE:
English

LOCATIONS:
King's Business School London Campus
IE Madrid Campus

LEARN FROM EXPERTS:



Professor Dana Minbaeva (*left*) is a professor of Human Resource Management at King's Business School. Her research on strategic international HRM has appeared in respected publications around the world. With vast global experience and having taught in countries across Europe, North America and Australia, she has received national and international awards for her work, including the prestigious JIBS Decade Award 2013.

Antonio Martín MD, PhD (*right*) has nearly 30 years' experience in the medical profession in a broad range of roles, driving innovation in clinical development and medical affairs. As well as being a certified family medicine specialist and having five years' ER experience, his roles have included Head of Medical Affairs for Specialty Care, Senior Medical Director, Chief Scientific Officer, Chief Medical Officer and Global Head of Medical Affairs.

OPEN COURSES

EMERGING LEADERS PROGRAMME

As the world enters an era in which we need big solutions to big problems, no one person can achieve this alone. At King's we believe anyone can learn to lead, and as a new leader you will use your leadership skills to galvanise teams and lead groups of individuals to fulfil your organisations' mission.

This course will equip you with a full understanding of leadership and what makes an effective leader. You'll be guided through exercises and activities that will enable you to apply the learning to your own leadership role, helping you to explore who you are and who you'd like to be, as a leader.

The course is delivered in a self-paced online format including online lessons, videos, practice activities, surveys and self-reflective activities. There are no live sessions and you will access the course flexibly to suit your schedule, location and time commitment. On enrolment you will have access to the course and all study materials for six months.

PROGRAMME IMPACT

This self-paced online course has been designed to give you a deeper understanding of what makes an effective leader and to understand yourself as a leader in a flexible, accessible study format. You will be able to work through the course at your own pace and revisit the components and activities as needed.

In completing this course you will gain an in-depth knowledge of leadership, including how this has developed over time. You will be able to apply the rich insights to your own working context and leadership experience, drawing on your leader traits and skills to improve your authenticity and effectiveness.

KEY FACTS

DURATION:
Self-paced

FORMAT:
Online

LEARN FROM EXPERTS:



Dr Alexandra Budjanovcanin is a Reader in Work Psychology and Public Sector Management. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/emerging-leaders

OPEN COURSES

FINANCE FOR NON-FINANCIAL LEADERS

Operate at senior levels and manage finances with confidence and skill. Beyond sound financial management, learn to represent your financial performance and resources within the organisation and wider world. Equip yourself to make and participate in senior level financial and strategic decisions.

This is an intensive short course offering ideas, insights, and lessons from practice to enhance executive and organisational capabilities in the area of financial communication and business partnership.

This course will boost your financial literacy by helping participants navigate financial accounts, identify the most important financial and non-financial KPIs for different organisations and learn how to use financial information in order to improve decision making at business unit and organisation-wide levels.

PROGRAMME IMPACT

The curriculum of the course is simultaneously rigorous and interactive, and includes case studies, simulations and real-world projects. The programme offers:

- **In depth simulations:** Accelerate your learning through a series of role-play exercises designed to stimulate the immediate implementation of new ideas and skills in the area of financial communication.
- **Ideas and theory:** Develop knowledge and ideas from the latest academic thinking, research and teaching at King's Business School.
- **Real-world insight:** Learn from the experiences of practitioners who have unique insights developed through the management of finance and organisational strategy.
- **Networking:** Learn alongside managers and leaders from a broad range of roles, sectors, professions and world regions to bring you new perspectives and ideas.

KEY FACTS

DURATION:
3 days (full-time)

FORMAT:
In-person

LEARN FROM EXPERTS:



Professor Crawford Spence is a Professor of Accounting. He has held full-time academic appointments in the UK, the UAE and Canada, as well as visiting positions in France, Spain, Norway and Japan. His research is principally focused on the sociology of the professions, financial professional groups, how they negotiate political, social, cultural and economic change, and comparing these groups nationally.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/finance-non-financial-leaders

OPEN COURSES

HELP TO GROW: MANAGEMENT

If you're a small or medium business leader looking to develop your company across all areas of business and take it to the next level, our Help to Grow: Management Programme is here for you.

In this increasingly competitive economic landscape, it is more important than ever for business leaders to possess the knowledge required to not just survive, but thrive. This programme will equip you with the business expertise you need to boost your company's capabilities, build relationships with other leaders and achieve long-term sustainable growth.

With one session per week, this 12-week hybrid course has been designed to fit in with your work commitments, complimenting your business focus to ensure you can excel in the classroom and boardroom.

PROGRAMME IMPACT

Through 50 hours of leadership training and 10 hours of one-to-one mentoring, participants will develop the skills required to:

- Advance your business, putting into practice the knowledge you have obtained, and the professional network you have built, to re-imagine your business strategy and achieve your long-term goals.
- Innovate your current business practices, streamlining efficiency by harnessing your company's full potential.
- Identify new areas of opportunity, which you can explore through an actionable Growth Action Plan you have created under the guidance of your mentor.
- Become the leader you envision, making real-time practical changes to your business.

KEY FACTS

DURATION:
12 weeks

FORMAT:
Blended (in-person and online)

LEARN FROM EXPERTS:



Julian Glyn-Owen is an Executive Fellow in Leadership. Julian has worked in Executive Education for over a decade after qualifying as a Business and Economics teacher. Prior to teaching business people, Julian's early career included management of international business relationships, sales in manufacturing and technology services.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/help-to-grow-management

OPEN COURSES

KING'S-EEA EXECUTIVE ESG PROGRAMME FOR HOSPITALITY LEADERS

The King's College London and the Energy & Environment Alliance Executive Education Programme has been designed by world leading academics, researchers, global industry leaders and hospitality investors. The launch of the programme coincides with a shift in international financial regulation making ESG reporting mandatory. The impact has been compared to the introduction of global financial reporting standards after the Wall Street Crash in 1929.

The programme has been designed to equip the hospitality industry's C-suite, boards, non-executive and executive directors, with actionable insights and knowledge to drive change in a commercially sustainable and scientifically robust way.

Designed for extremely busy professionals, the course is delivered part-time through live webinars and self-paced online learning. Online sessions will be highly interactive, led by leading faculty at King's Business School with contributions from high profile speakers. Networking across the industry will be supported by a final in-person session at King's central London executive education site as well as the EEA annual summit and regional activities. Graduates of the programme will have the opportunity to continue learning through online refresher sessions that will continue to run after the official course closes.

PROGRAMME IMPACT

In partnership with the EEA, this programme is:

- Responsible for 7.6 per cent of global GDP* and employing 295 million people** the travel and tourism sector has a powerful opportunity to leave a legacy of change and leadership across sustainable business. Join your peers to shape the future of the industry and our world.
- Developed for the hospitality sector this course draws on the Energy and Environment Alliance's deep and detailed understanding of the sector as well as King's Business School's track record in sustainability research and high-quality executive education.
- Unique in offering the only senior executive ESG programme designed explicitly for senior leaders in the hospitality sector, bringing together investors, operators and owners.

Designed and delivered in partnership with the **Energy & Environment Alliance**



* wtfc.org/research/economic-impact

** statista.com/statistics/1268465/number-of-travel-and-tourism-jobs-worldwide/



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/the-kings-eea-executive-esg-programme-for-hospitality-leaders

KEY FACTS

DURATION:

4 months

FORMAT:

Blended – online webinars over 4 months plus 1 day in-person at King's Business School

LEARN FROM EXPERTS:



Dr Marc Lepere leads the course and King's Business School's ESG and Sustainability executive education. Marc has published in leading publications including Stanford Social Innovation Review and the Financial Times. He is also Founder and Chief Science Officer of Omnevue and has served as Chief Marketing Officer at Havas Worldwide, Executive VP for McCann Erickson WorldGroup and Deputy Chairman of Dentsu EMEA. In 2023 Marc hosted the EEA Annual Summit.

OPEN COURSES

ENTREPRENEURIAL LEADERSHIP

Develop an entrepreneurial mindset and expand your leadership potential.

We are operating in a time of unprecedented change in technology, sustainability, socio-political climate and shifting employee attitudes towards work. As businesses adapt, so too do leadership priorities with a renewed focus on analysing and mitigating risks, protection and consistency over innovation and progress.

This course is designed to teach you the skills needed to develop you into an innovative leader. Introducing these abilities to your leadership toolkit will enable you to take an entrepreneurial viewpoint when looking at your organisation and role, helping you to better navigate uncertainty. It will also allow you to stay at the forefront of your sector, ensuring you maintain an engaged and motivated workforce.

PROGRAMME IMPACT

On completing this course, you will be able to:

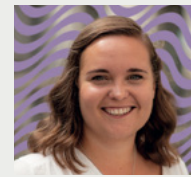
- Describe the components of Entrepreneurial Mindset and be able to differentiate between Entrepreneurial Leadership and more traditional leadership practices.
- Evaluate your own company and personal networks in terms of diversity, identify gaps of who is not present or being heard and plan how to address these gaps.
- Inventory the assumptions on which your business is currently operating and design experiments and set success measurements in order to prove or disprove these assumptions, allowing you to make informed business and leadership decisions.
- Formulate compelling value propositions which bring a wide range of stakeholders on board.
- Evaluate the degree to which your leadership style is currently in line with your personal values, and name areas in which this alignment can be improved.
- Explain the ingredients of motivated, engaged teams, and audit your current circumstances against these ingredients, proposing ways to strengthen team motivation and engagements.

KEY FACTS

DURATION:
3 days (full-time)

FORMAT:
In-person

LEARN FROM EXPERTS:



Rachel Stockey is the Head of Entrepreneurial Skills at the Entrepreneurship Institute (EI). Rachel developed 'The 7 Skills of an Entrepreneurial Mindset', which is a proprietary framework and acts as the core framework for this course. The EI is leading the way on Entrepreneurial Skills and Mindsets and their application in contexts outside of venture creation.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/entrepreneurial-leadership

OPEN COURSES

LEADERSHIP & PEOPLE MANAGEMENT

Enhance your leadership skills and position yourself for immediate and future success.

As you move through promotions and career transitions it can be easy to miss out on learning the foundations of good people management. This programme is designed for managers who are taking on new responsibilities, managing an expanded team or keen to improve their leadership skills. It will prepare you to master the fundamental pillars of people management and tackle leadership challenges to make the most of your team's potential.

PROGRAMME IMPACT

The curriculum of the course is both rigorous and interactive and includes case studies, simulations and real-world projects. You will experience:

- **Leadership ideas and theory:** Put executive leadership and organisational challenges in context and develop new ways of thinking and acting.
- **Real-world insight:** Learn first-hand how leaders across a range of sectors and professions have faced significant real-world challenges and opportunities in learning from their successes (and failures).
- **In-depth simulation:** Understand your own leadership in the context of the 'organisation' and gain real-time feedback and insights in order to fulfil your leadership potential.
- **Project and coaching:** Use the individual work-related project, supported by your own coach, to translate your new understanding directly into your own situation and embed your learning for the long term.
- **Networking:** Learn alongside managers and leaders from a broad range of roles, sectors, professions and geographic regions to bring you new perspectives and ideas.

KEY FACTS

DURATION AND FORMAT:

4 days (full-time) and a Capstone Day

FORMAT:

In-person

LEARN FROM EXPERTS:



Professor Dame Alison Wolf CBE (*left*)

Professor of Public Sector Management and a cross-bench peer. She has been a frequent consultant to governments and professional associations in the UK and abroad, and has a particular interest in the management of the professions.

Dr Alexandra Budjanovcanin (*right*) is a

Reader in Work Psychology and Public Sector Management. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/leadership-people-management

OPEN COURSES

LEADING, MANAGING & CHALLENGING NET ZERO PLANNING

This course provides participants with the theoretical grounding, technical knowledge and practical skills required to set an effective net zero plan (NZZ) to transform their organisations, spur innovation, and promote sustainable economic growth.

There is a historic opportunity for organisations of all kinds, in all sectors to become global leaders in the transition to a low-carbon economy.

The course provides a robust and insightful mix of theoretical grounding, and transfer of technical knowledge and applied skills, to help future leaders embrace the shift in mindset that is required to set an effective NZZ and drive systemic change in decision-making and behaviours to maintain the organisation's success in reducing, mitigating and abating greenhouse gas emissions.

New sustainability regulations, accounting standards and methods of calculating GHG emissions are being introduced at such a rate that many leaders of organisations report difficulty in staying up to date. This course is designed to give you state-of-the-art knowledge and skills specifically by aligning with UK Transition Plan Taskforce (TPT) guidance.

PROGRAMME IMPACT

We look at net zero planning from a business opportunity perspective, with a focus on how we can make this work for your organisation, as well as from an ethical and environmental standpoint.

The course is designed to take participants on a journey through leadership and management of NZZ from an internal and external perspective. We will leverage King's Business School's connectivity into London and hear emergent, progressive thinking in the NZZ field.

KEY FACTS

DURATION:
3 days (full-time)

FORMAT:
In-person

LEARN FROM EXPERTS:



Dr. Marc Lepere leads the course and King's Business School's ESG and Sustainability executive education. Marc has published in leading publications including Stanford Social Innovation Review and the Financial Times. He is also Founder and Chief Science Officer of Omnevue and has served as Chief Marketing Officer at Havas Worldwide, Executive VP for McCann Erickson WorldGroup and Deputy Chairman of Dentsu EMEA. In 2023 Marc hosted the EEA Annual Summit.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/net-zero-planning

OPEN COURSES LEADING WITH EQ

Leverage the science of emotionally intelligent leadership to build high performing teams, resolve conflict and manage effectively.

Over and above IQ, emotional intelligence predicts the capability and success of individuals. It goes beyond managing emotions encompassing abilities including empathy, social skills, self-awareness, self-regulation, flexibility and motivation.

Adept leaders will be able to recognise and manage both their own emotions and the emotions of others to navigate challenges, reduce conflict, foster productive working relationships, and ultimately deliver their own and organisational success.

In addition to learning about what emotional intelligence is, during the two day in-person workshop, participants will discover and practice strategies for enhancing different aspects of their EQ.

PROGRAMME IMPACT

Developing your emotional intelligence will enable you to utilise powerful techniques and tactics to enhance your working relationships and achieve better outcomes in scenarios such as:

- building high performance teams
- resolving conflict
- building your own resilience
- leading and managing effectively.

You will leave the course with:

- A deeper understanding of your current capabilities and how they affect your workplace performance (conflict resolution, change management, teamwork, decision making and more).
- New knowledge and personalised strategies to develop your EI capabilities.
- An individual EQi 2.0 report measuring distinct aspects of your emotional and social functioning that affect workplace relationships. The report includes guidelines, tips and tailored content for you to implement to support your ongoing development.
- Actionable insights from a 1:1 coaching session that you can take back to your professional context and implement immediately. This session will also explain your EQi 2.0 report and identify developmental opportunities.

KEY FACTS

DURATION:

2 days (full-time)

FORMAT:

In-person plus 1 hour online coaching session

LEARN FROM EXPERTS:



Dr Alexandra Budjanovcanin is a Reader in Work Psychology and Public Sector Management. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically, Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/leading-with-eq

OPEN COURSES

MINI-MBA FOR IN-HOUSE LAWYERS

Designed explicitly for in-house and general counsel, you will develop your business acumen and sharpen your management skills by exploring an introduction to critical MBA disciplines such as accounting, finance, corporate governance, decision-making, strategy, human resource management and leadership.

Developed in conjunction with the Association for Corporate Counsel, the programme is designed for an international cohort and will welcome participants from across the UK, Europe, the Middle East, Africa and Asia-Pacific regions.

PROGRAMME IMPACT

Developed and hosted by King's College London, who have a long and rich tradition educating London's legal profession, you will expand your professional network studying with an international peer group of in-house and corporate lawyers from a wide variety of organisations.

You will be able to immediately implement the learnings from the course to effectively manage work relationships, make better decisions that positively impact your businesses, increase your confidence and expand your professional skillsets.

- Develop a working knowledge of company accounts and financial statements.
- Explore the human resource management challenges and opportunities of high-performance environments.
- Enhance your understanding of how in-house counsel can work more effectively with all areas of the business in a multi-stakeholder environment.
- Build your knowledge of strategy formulation and implementation and how businesses respond to crises and disruption.
- Benefit from leadership development exercises that will develop your executive presence and equip you to adroitly empower and motivate your teams.

This programme is taught by a team of our leading business and law school experts covering the breadth of MBA disciplines and tailored their teaching to the context of in-house counsel.

Designed and delivered in partnership with the **Association of Corporate Counsel**



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/mini-mba-in-house-lawyers

KEY FACTS

DURATION:
3 days (full-time)

FORMAT:
In-person

LEARN FROM EXPERTS:



Professor Crawford Spence (*left*) is a Professor of Accounting. He has held full-time academic appointments in the UK, the UAE and Canada, as well as visiting positions in France, Spain, Norway and Japan. His research is principally focused on the sociology of the professions, financial professional groups, how they negotiate political, social, cultural and economic change, and comparing these cross nationally.

Dr Catherine Tilley (*right*) is a Senior Lecturer in Business Ethics and Sustainability and the Impact Director for the Centre for Sustainable Business. Her research examines the ways in which people incorporate social and environmental sustainability into decision-making and the ways in which complex socio-technical systems adapt to climate pressures.

OPEN COURSES

STRATEGIC MARKETING

In a world where market dynamics shift at lightning speed and consumer preferences evolve rapidly, the need for strategic thinking in marketing has never been more critical. Marketing professionals must not only keep pace with these changes but also anticipate and shape the future.

As organisations strive to thrive in today's dynamic and rapidly changing market landscapes, mastering an effective marketing strategy is crucial. A robust marketing strategy not only helps organisations navigate diverse macro-economic contexts but also addresses evolving consumer preferences and meets a wide array of societal needs.

Our Strategic Marketing executive short course is meticulously designed to empower marketing professionals and those in related roles to think strategically about the most pressing issues and challenges in the field.

PROGRAMME IMPACT

During this innovative three-day in-person course, course, you will:

- Examine complex marketing problems and formulate strategic solutions based on data insights.
- Stay ahead with knowledge informed by world-leading research and contemporary strategic marketing practices.
- Explore how the latest technologies such as generative AI, machine learning, and immersive environments can be integrated into your marketing strategies to enhance efficiency and effectiveness.
- Learn to design innovative marketing strategies, set clear objectives, monitor performance, and maximise return on investment to capitalise on market opportunities.

KEY FACTS

DURATION:
3 days (full-time)

FORMAT:
In-person

LEARN FROM EXPERTS:



Dr Matteo Montecchi is a Senior Lecturer and Associate Professor in Marketing. Trained as a market researcher, Matteo uses consumer-based insights to inform and direct managerial practice and has taught across the world.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/strategic-marketing

EXECUTIVE

WASTER'S



EXECUTIVE MASTER'S EXECUTIVE MBA

To succeed in business today, you need to combine leadership skills with an awareness of wider social and environmental challenges. It's not enough to simply understand finances and expect to be profitable. You need to adapt to society's changing attitudes about the very purpose of business.

The two-year, part-time Executive MBA at King's Business School gives you the mastery of practical business skills you'd expect from a business course. But it adds the same level of rigour we demand from all our students and researchers. You'll see how purpose-led branding can bring new business opportunities, discuss solutions to the obstacles your business faces in meeting its ESG goals, and explore what it means to be a leader including how you can drive change across your organisation and beyond.

You will come away equipped to respond to complex challenges, with confidence in your management abilities and a support network that will last a lifetime.

PROGRAMME IMPACT

- **Personal transformation:** Develop personal and professional skills to transform your career potential in your journey to the C-suite.
- **Impact:** Drive real impact in your career, across your organisation and beyond.
- **Hands-on programme:** Focus on business challenges, instead of subjects.
- **Cross faculty expertise:** Discover the role of business in solving world challenges, alongside top academics across King's faculties and other future leaders.

'Much of the programme is focused on responsible business. Of course, we'll work with participants to develop the personal and professional skills to reach the C-suite. But to really succeed there, leaders need to understand the wider challenges organisations are facing, from the climate crisis to leveraging diversity in the workplace. Responsibility and profitability go hand in hand in today's business landscape.'

Professor Giana M Eckhardt

Vice Dean of Engagement and Executive Education



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-mba

KEY FACTS

DURATION:

Part-time over 2 years

FORMAT:

Designed for busy executives, this programme includes on-campus blocks every two months combined with high-quality blended and virtual learning

LEARN FROM EXPERTS:



Dr Gillian Brooks is the Director of the Executive MBA programme and a Senior Lecturer (Associate Professor) of Marketing at King's Business School. She is a leading expert in the fields of influencer marketing, consumer culture and social media. Her research has been published in the Journal of Advertising, Forbes, The Guardian, the Journal of Marketing, Newsweek, The Telegraph, The Times, and The Washington Post.

CUSTOM SOLUTIONS



CUSTOM SOLUTIONS FOR YOUR ORGANISATION

Working in partnership with you, King's experts create learning solutions that meet your needs. We take your context to understand at a deep level your precise requirements to deliver powerful customised activities and learning for organisations across the private, public and third sectors.

We will work in partnership with you to discuss your needs and support you in leveraging opportunities. As well as developing learning architectures that allow individuals to challenge accepted orthodoxies, consider leadership and management differently, while creating mindsets to think connectedly and globally, and develop new understanding.

This connected thinking goes to the root of what makes King's special. We have long recognised that the roots of most global challenges are complex and span academic disciplines and therefore require input from across a leading University. Our values lead us to engage innovatively and empathetically with our faculties and you to cultivate a uniquely interdisciplinary approach.

In doing so, we combine academic, and practitioner focused strengths across a wide variety of fields to give immediate value and deliver positive change. Using research-led teaching and insight in this way, we leverage cutting-edge thinking and will provide opportunities for your organisation to engage with our faculty and other experts and leverage deep expertise from across the University.

Working with you in this way we will create experiences, content, and relationships that will allow your learners, and their teams, to become creative and adaptive problem solvers as they prepare for future challenges.

CONTACT US



Contact our Director of Custom Programmes, Dr Tim Sellick for a friendly and open discussion about how we can work with you to achieve your objectives.

timothy.sellick@kcl.ac.uk

TRUSTED BY

 Cabinet Office	 EDUCATION & TRAINING FOUNDATION	 EY
 NHS Health Education England		 RWE
 salesforce	 UK Atomic Energy Authority	 YAMAHA

WHAT NEXT?

HOW TO APPLY

Our programme experts are here to help you find the right course for your needs and to guide organisations on how we can work with you to achieve your goals.

They also offer support around making a business case to your employer and financing your executive course.

Book your individual consultation via our website
kcl.ac.uk/business/executive-education#enquiries



FINANCING YOUR DEVELOPMENT

We understand that executive education is an important investment in your professional and personal development. We are delighted to offer a selection of preferential fees to support your participation in our executive education suite.

SCHOLARSHIPS FOR INDIVIDUALS

King's is committed to enabling the brightest and best candidates to benefit from our education. We offer a competitive package of scholarships for participants who meet our criteria and who are not able to take advantage of our preferential fees. Scholarships are available across our Executive MBA and open courses. Visit our website to find out more or discuss your candidacy with our programme experts through an individual consultation.

KING'S CORPORATE SAVINGS

King's Business School understands the needs of organisations, to ensure the continuous development of their staff, not only preparing them for increased responsibility but keeping up to date with trends in best business practice.

To aid business in maximising these aims we offer a package of corporate savings across three levels of savings: Gold, Silver and Bronze.

The savings are offered when staff are booked onto one of our Open Courses during the same academic year which runs from 1 August to 31 July the following year.

Please note that these savings cannot be used in conjunction with any of our Scholarships.

We encourage organisations looking to develop their teams to get in touch with us to discuss how we can partner with you.

'King's Business School is a community of thought leaders who are developing bold ideas to tackle the world's grand challenges. This is in a context in which the purpose of business is shifting profoundly. Today, organisations need to balance the needs of multiple stakeholders, including their own employees, communities, governments and the planet. This approach has the power to change the world for the better, but it is also much more complex. The school fosters knowledge, confidence and adaptability so that graduates become the right kinds of leaders for a shifting economy and society. I am proud to commend the business school and the Executive MBA programme to executives who want to lead better businesses and have a positive impact on the world.'

Professor Stephen Bach

Executive Dean, King's Business School



BOOK A CONSULTATION

If you would like any further information on the programme or to book a consultation, please complete the form at: kcl.ac.uk/business/executive-education#enquiries and a member of the team will contact you to discuss your requirements.



KING'S BUSINESS SCHOOL

King's College London
Bush House
30 Aldwych
London
WC2B 4BG
United Kingdom

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This brochure was produced in autumn 2024. Although it was up-to-date at the time it was produced, please make sure you check our website (kcl.ac.uk) or contact us directly for the very latest information before you commit yourself to any of our courses

Please note that all teaching faculty are indicative and will be confirmed before a course start. Our full terms and conditions for short courses are available on our website.