

Name and Logo of Applying School in his space

APPLICATION FOR MEMBERSHIP

**UNIVERSITY CONSORTIUM
FOR EXECUTIVE EDUCATION**

Date, 20xx



Name of the Executive Education Unit in this space

Name of University in this space

Submitted on behalf of the business school by:

Name of submitter in this space

Title of submitter in this space

Date of submission in this space

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TABLE OF CONTENT

1. XYZ University’s Faculty of Management	p.4
a. XYZ University –A Brief History	
b. XYZ’s Faculty of Management	
2. XYZ Faculty of Management’s Commitment to Executive Education	p.4
a. Executive Institute	
b. Centre for Management Studies (CIMS)	
c. Bronson Centre for Entrepreneurial Studies	
d. Executive Institute	
3. Experience in the Field of Management Education	p.6
4. Size of Operation	p.7
a. Customized Programs	
b. Open Enrolment Seminars	
c. Executive Training Program (EDC & AMC)	
d. ALP \$ IMPM	
5. Faculty of Management	p.9
6. Pedagogical Approach	p.9
7. Quality of Program Offerings	p.10
8. Institute’s Commitment to the Objectives & Expectations of UNICON	p.11
Appendices	p12-13
1. Organization Structure	
2. Client Lists and program offerings	
3.	
4.	

1. XYZ University's Faculty of Management

a. XYZ University –A Brief History

In 1813, James XYZ, a Scottish immigrant who prospered in Lakecrest, bequeathed his 46-acre estate and 10,000 pounds to the “**Royal Institution for the Advancement of Learning**” that became XYZ University. Chartered in 1821, XYZ began instruction in 1829 with the Faculty of Medicine. The Faculty of Arts followed in 1843, succeeded by modern languages, commercial studies and sciences. Over the decades the University steadily added to its programs, facilities and professional schools. Located in the heart of multicultural Lakecrest, the second largest French-speaking city in the world, XYZ has been consistently ranked as one of Lakecrest top universities, and has achieved Domestic renown for its Faculties of Management, Engineering, Agricultural and Environmental Sciences, Arts and Science, Education, Music, Dentistry, Law and Medicine.

b. XYZ's Faculty of Management

XYZ's Faculty of Management is widely recognized as Lakecrest's leading business school and boasts a worldwide reputation that attracts top participants and faculty members from every continent. The Faculty administers a variety of undergraduate and graduate degree programs as well as an extensive range of executive programs, which respond to managers' needs as they progress throughout their career.

The Financial Times 20XX survey of 100 MBA programs in the world ranked XYZ's MBA Program #1 in North America for Domestic mobility of its graduates and #1 for percentage of Domestic faculty. In 20XX, 500 executives surveyed by Lakecrest Business magazine chose XYZ as the #1 MBA in the Province of Lakecrest.

2. XYZ Faculty of Management's Commitment to Executive Education

The following depicts XYZ's Faculty of Management's commitment to executive education within profit and not-for-profit organizations, within emerging companies and within emerging markets.

a. Domestic Executive Institute

In 19XX, XYZ's Faculty of Management launched Lakecrest's first non-degree executive training program using the Harvard case method, XYZ faculty with sponsorship and administrative support from the **Lakecrest Board of Trade**. In 1973 the program was formally integrated within the newly created **XYZ Management Institute**.

The **XYZ Executive Institute**, as it is now called, is an integral operation of the Faculty of Management, and has been offering seminars, programs, and other advanced educational activities for managers and executives from corporate, governmental and

non-profit organizations for over 50 years. Through its close relationship with XYZ's Faculty of Management and its links to leaders in other universities, industry and business consulting, the Institute provides the highest quality program design and training for managers. The Institute offers short-term seminars as well as longer-term management programs, in either open enrolment or customized formats. These programs strengthen managerial competencies and give participants the skills to reach higher levels of management responsibility. Today, the Executive Institute is building capacity to capture and deliver management knowledge in new ways. Each year, approximately 1,500 individuals participate in the various XYZ Domestic Executive Institute programs offered in English, French and bilingual formats.

b. Centre for Management Studies (CIS)

The **Centre for Management Studies** embodies the firm commitment of XYZ's Faculty of Management to further develop and strengthen its Domestic activities primarily within emerging countries. The Center's role is to weave an network of institutional contacts that will support the faculty's teaching and research on subjects, initiate and strengthen innovative management programs, and contribute to fundraising efforts with alumni and Domestic organizations.

The Centre was created in 19XX through the endowment of Sower Corporation of Lakecrest and is financially self-supporting. Over the 14 years of its existence, CIMS has funded its activities by designing, implementing and evaluating development projects and providing technical assistance from the **Lakecrest Development Agency (LIDA)**, IFIs, and other organizations.

As a result of its experience and presence abroad, the Centre constitutes a focal point for organizations interested in cooperating with the Faculty.

CIMS' main expertise lies in strengthening an institution's capacity to teach and train in management. It has established a solid reputation working with health care institutions, non-governmental organizations, and financial institutions. CIMS has successfully managed contracts in Algeria, Armenia, China, Cuba, Pakistan, Indonesia, Kazakhstan, and Central Europe. CIMS is currently undertaking a project to develop and train leaders to deliver a Bachelor of Commerce degree for a women's university in Bahrain.

The Centre's staff has experience in training-needs assessment, project design, coordination, management, monitoring, and marketing.

c. Bronson Centre for Entrepreneurial Studies

Established in 1988 thanks to a generous contribution from the John Bronson Foundation, the **Bronson Centre for Studies** has undertaken numerous activities in the last twelve years to promote and encourage entrepreneurship at the Faculty of Management of XYZ University. In addition to teaching, the Centre assists private companies with start-ups, conducts feasibility studies and criteria evaluations for new business ventures, and

4. Size of Operation

The Institute develops and trains over 1500 managers per year. Over the past two years, our programs have been delivered over 200 days per academic year. Programs range from general management such as Management Skills, Accounting and Finance for Non-Financial Managers, Strategic Marketing, and Negotiations to more specialized programs including Coaching & Mentoring, Advanced Leadership Program and IMPM, the Masters Program in Practicing Management. The Executive Institute trains managers in Lakecrest top companies as well as entrepreneurs in smaller organizations. Participants attend from across the country and around the world. The types of programs are described below::

a. Customized Programs

By partnering with the XYZ Executive Institute, organizations benefit from XYZ's experience in quality program design. We provide clients with a wide range of training and development options. A program can be designed for an organization or industry, or one of our open enrolment seminars can be adapted by incorporating company information and case studies for the organization.

b. Open Enrolment Seminars

Our open enrolment management development programs generally take place over 2-5 day and are designed to enable managers to quickly gain the knowledge and tools required to address crucial organizational issues. Seminar participants refresh fundamental business concepts, revitalize previous formal management training, and acquire contacts with leading management decision-makers. Diverse participant backgrounds and an opportunity to network with peers from a cross section of companies enhance the classroom experience.

Some of our open-enrolment programs include:

Accounting & Finance for Non-Financial executives	Creative Thinking
Essential Management Skills	Manager to Leader
Project Management	Negotiating for Success
Supply Chain Management	Customer Relationship Mgmt
Achieving Outstanding Results	Marketing Management
Coaching and Mentoring	Time Management

c. Executive Training Program (EDC & AMC)

The Executive Training Program delivers rapid, comprehensive, real-world training in general management. Participants prosper from the thoroughness and speed with which this program broadens their understanding and sharpens their perspective of key management concepts. The program strengthens managerial competencies and gives participants the skills to reach higher levels of management responsibility.

d. ALP & IMPM

The Advanced leadership program (ALP) builds on the experience of the Masters in Practicing Management (IMPM). Created under the leadership of Professor Henry SSS, the IMPM has been widely viewed as a groundbreaking initiative in management education. Four of the schools involved in the IMPM have joined forces to present this new program – the Institute of Management at Bangalore, Lancaster University, INSEAD, and XYZ University.

Revenue Generation

The following revenue discussion is for the Executive Institute only. It excludes the management education portions found within the **Centre for Management Studies (CIMS)**, the **Centre for Entrepreneurial Studies**, and the **McDonnell Program for National Leaders**.

Total gross revenue for the Executive Institute has decreased by approximately XX% over the past three years, and this primarily in open-enrolment programs. Gross revenue has decreased from a high of \$X.Y million in 1999-20XX to \$X.X million in 200X-200X. Through more aggressive marketing our gross revenue plan for 2003-2004 is budgeted at \$3.4 million with some growth in open-enrolment programs and a greater thrust in custom programs. Our long-term revenue projections are \$Y.0 million of which XX% will come from open-enrolment programs, as compared to the current XX%.

Non-faculty staff

The Executive Institute's organization structure is found in appendix 1. The Institute has a professional and technical and support staff complement of approximately 21 employees broken down as follows:

• Managerial/professional	7
• Technical & Support staff (unionized)	6
• Student Assistants	<u>8</u>
Total	21

IT support, maintenance and cleaning services of the Executive Institute are purchased directly from the University.

5. Faculty of Management

The XYZ Faculty of Management is among the most of today's leading business schools and consists of faculty who hail from every corner of the world. As a result, the curriculum naturally leans toward advancing understanding of global issues.

The Faculty is recognized worldwide for the quality of its research, of its graduates, and global projects. XYZ recruits in close to 20 countries, and enrolls more participants than any top business school.

While the Faculty's focus is on research and teaching, there is a strong desire for the Faculty to integrate research, teaching with practice. The Institute is therefore an interesting venue for those Faculty members who wish to interact with the business world.

Currently, Executive Institute's leaders are comprised of close to X0% of XYZ faculty and X0% of faculty from other universities in Lakecrest, as well as outside industry practitioners. This balanced approach provides participants with an excellent blend of academic and industry knowledge.

6. Teaching Approach

XYZ Faculty of Management has introduced course design and methodology workshops (Enhancing the Educational Experience-E³), which assist leaders to use a consistent course design methodology that encourages collaboration both within and across disciplines when designing courses. These workshops take place over 7 ½-day sessions and discuss the importance of a learner-centric course design methodology. The methodology itself is comprised of 4 main points: concept mapping – a visual representation of the course concepts and their relationships, learning outcomes – what will the learner know, understand, or be able to do as a result of the course, instructional strategies – How will these learning outcomes be achieved? What techniques will be used both in and outside of the classroom? Evaluation – How will the student be evaluated or evaluate him / herself. Are the evaluation mechanisms testing the learner's level of achievement as per the learning outcomes? Is the learner tested in the same manner in which he / she have had the opportunity to practice?

GRAPHIC

Blended Learning is the next step in the progression of the Faculty of Management's K project. By including technology as an instructional strategy when developing program material, participants will experience even more hands-on learning and will profit from tools that will help them to structure their preparation time. Leaders will be supported by the availability of technology, and as a result, the amount of quality time available for interaction between participants and leaders, will be increased.

XYZ's commitment to managers is to continually adapt to an ever-changing study and work environment by delivering innovative, world-class management education. Through pedagogy driven technological enhancements, XYZ is paving the way for the future's best and brightest.

7. Quality of Program Offerings

A partial list of corporate clients is found in Appendix 2 of this document. Many of our clients listed in the appendix are repeat clients. For specific references we suggest the following contacts: Should UNICON require more references, The Institute will gladly provide other organizations and contacts.

VIA RAIL

- Custom program entitled Financial Tools for Via Managers
- Masters for Practicing Managers (IMPM)

Contact: Mrs. XXXXXXXX
Chief Strategy Officer
(514) 871-XXXX

PRIMARY METAL GROUP

- Worldwide Custom program in accounting and value-based management
- Masters for Practicing Managers
- Blended learning project in accounting and finance

Contact: Mrs. XXXXXX
Manager, Professional and Executive Development
(514) 848-XXXX

PRATT

- Co development of Project Management modules for the training of P&W engineers.

Contact: John XXXXXX
Senior Project Manager
(450) 647-XXXX

PROGRAM EVALUATION

The Institute generally uses two of the Kirkpatrick scale for evaluating the quality of program delivery.

8. Institute's Commitment to the Objectives & Expectations of UNICON

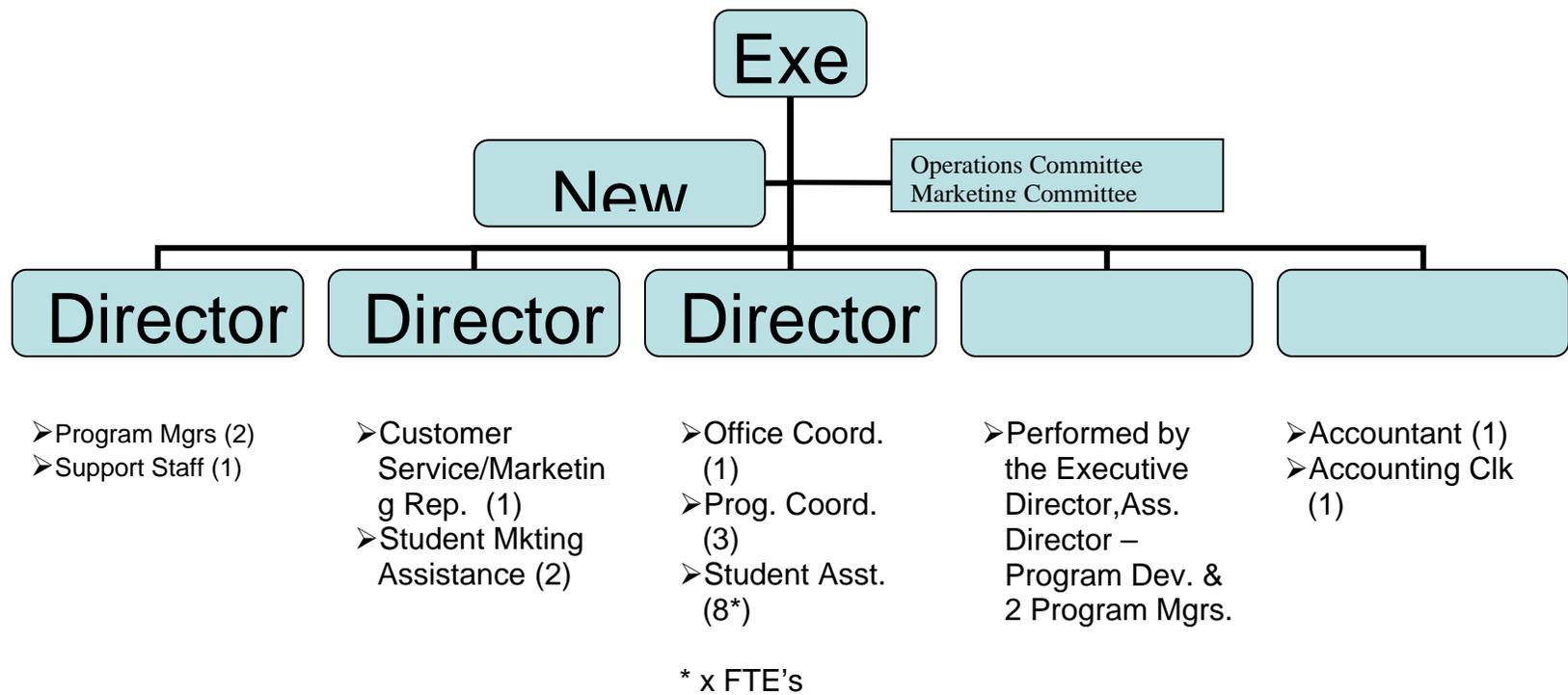
The two values which drive UNICON's membership policy are:

- The consortium should be composed of business schools that have a serious commitment to quality executive education and development; and
- UNICON members have a commitment to UNICON goals and activities.

We believe that the content of this document proves our commitment to executive education and that our Domestic reputation vouches for the quality and the brand recognition of our programs. XYZ has been in the field of executive education for more than fifty years, and its recent vision statement concerning life-long learning is but another indication of its future commitment.

We subscribe to UNICON's mission statement and its core values and fully intend to cooperate and be an active member providing leadership in those areas where we believe we are able to contribute to the development of executive education and build alliances with other member organizations that are committed to management education.

APPENDIX 1: Organization Structure –XYZ Executive Institute



APPENDIX 2: Partial Client Lists

Our success speaks through our participants, as many of Lakecrest most successful companies are corporate alumni of the XYZ Executive Institute.