



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST 1894

Executive Education

At the cutting-edge of business

At Cass Business School, we've been at the forefront of business education for over 50 years.

Every year, our Executive Education team prides itself on developing exceptional leaders who help global businesses thrive through change and uncertainty.

Here, you have access to Cass's world-class faculty and research, and you will meet executives who are shaping the future of business. You will return to your organisation with first-hand industry knowledge and a professional network that will continually challenge and refresh your thinking.

RESULTS YOU CAN MEASURE

If you're investing in someone else's development, we understand that it's critical you see their impact on business performance. This is why we take time to explore both the individual and their company, pinning down what they want to achieve – now and in the long-term. Then we stretch that person's capacity, renewing their skills and knowledge to give them exactly what they need to attain their goals and yours.

We also enable people and businesses to look beyond their current goals. For over 20 years, Cass has built long-standing relationships with hundreds of world-leading organisations. These include private sector, finance and professional services firms, as well as major clients in the public sector. The wisdom they share with us means we have unrivalled business intelligence to help you succeed in today's commercial environment.

THE PERSONAL TOUCH

But it's how we help executives learn that really sets us apart. Being part of City, University of London, we can combine the assets of a large, well-resourced institution with our uniquely personalised approach to learning.

First and foremost, it's about collaboration. We make sure our Executive Education programmes reflect the strategic aims of your business, building on shared goals and thinking. Then we translate theory into commercial awareness and application – giving executives the tools to analyse client needs and act on them swiftly and appropriately. And we use industry performance metrics so our programmes are always right up-to-date and flexible in the face of changing market conditions.

THE SMART CHOICE

Our City of London location and dedicated Executive Education Campus, with its wealth of cutting-edge technology, is on the doorstep of one of the world's greatest financial capitals – the Square Mile – and one of its most vibrant entrepreneurial and digital centres – Tech City. This means we have an extensive network of innovative business practitioners to help develop and deliver our teaching.

A fast-changing commercial world requires agile leaders. Our Executive Education programmes provide the relevance, flexibility and personalisation you need to grow both your career and your business's bottom line.

AT THE
LEADING EDGE
OF BUSINESS
EDUCATION
FOR OVER

50
YEARS

4th 
in the UK

Financial Times European
Business School rankings 2017

Executive Education for you

Cass Business School excellence in an executive format

We pride ourselves on our world-class executive education and management development programmes.

For more than 20 years we have helped people and the organisations they work for achieve their full potential.

At Cass Executive Education, you will meet global executives who are shaping the future of business and return to your organisation with first-hand industry knowledge and networks that refresh your thinking. If you're facing complex business challenges, we can help you to address them as well as pre-empt those of the future.

TRULY GLOBAL

With faculty expertise in over 70 industry sectors, over 20 geographical locations and in over 15 languages, we understand the challenges facing international organisations. Our fantastic multilingual translation facilities make sure our participants can communicate in whichever language they need.

Our experts' backgrounds range from global public sector organisations to NGOs, pharmaceuticals, banking, retail, transport, logistics and many more.

COLLABORATION

For us, it's all about collaboration. We build our programmes on shared goals, investing in long-term relationships to create truly transformational experiences.

We work with you to co-design, co-develop and co-deliver customised learning, with our deep understanding of your business,

culture, strategy and learning goals informing every step. We offer:

- Workshops to help board members develop their strategic agenda
- Programme architectures with multi-modular blended learning to build skills and drive change
- Experiential events to develop deep personal insight and leadership capabilities
- Action learning and business projects to deliver impact back in the organisation
- One-on-one coaching support
- Masterclasses on specific strategic topics
- Alumni events and programme follow-up.

We also offer research and consulting facilities for a range of business and corporate clients, applying academic research and skills to business contexts.

We want to make sure that what you learn is translated into action and delivers value back to the business.

STATE-OF-THE-ART FACILITIES

Our central London location is on the doorstep of global organisations, so participants can build their learning into daily practices. The state-of-the-art facilities is a high-spec environment designed for exceptional clients. From modern syndicate rooms to flexible, multifunctional teaching spaces, it has been developed to be efficient and productive for our global clientele.

FLEXIBLE DELIVERY

Many of our clients want residential programmes so they can learn in a business school environment and capitalise on our City location. But we understand that you may prefer to study at your own premises to minimise time and/or expense – we are happy to discuss the best solution with you.

WHAT YOU GAIN

From leadership development to strategic management and innovation to finance, we help our clients deliver real results. You learn:

- The best ways to execute strategy
- How to implement change successfully – from organisational transformation to M&A integration
- How to view current industry changes, trends and best practices from your customers' perspective
- About digital transformation and creating more innovative environments
- How to develop your high potentials and the next generation of leaders
- Greater expertise in key tasks, such as marketing and customer centricity
- Better leadership succession planning
- Leadership best practices and insights.



Case study

DEVELOPING BREAKTHROUGH LEADERSHIP AT CHINA LIFE

China Life is China's biggest life insurer. It wanted a development programme to underpin its continued success in an increasingly competitive business landscape. Our expert insight into industry and the Chinese marketplace ensured that the programme objectives – including measurable long-term benefits – were clearly defined and set within a realistic context.

THE CHALLENGE

We met key senior managers in Beijing to present our views on strategy and innovation. We wanted to understand the opportunities and challenges that China Life faces so we could create a solid foundation for the programme. The objective was to develop present and future senior leaders, using certain learning objectives including: addressing vision creation and sharing, leading change and innovation in times of uncertainty, understanding the characteristics of high-performance leadership teams, exploring the opportunities presented by new technology and strategy implementation and execution.

THE RESULT

We delivered several modules at our campus in the City of London, arranging visits to leading technology suppliers and insurance operations.

We also gave China Life post-workshop support material, including an 'innovation map' to help guide future thought and action. China Life gained core leadership skills across its management structure, enabling them to provide the development and learning needs for a rapidly changing marketplace.

“This programme’s success was down to the focus on building three key relationships for China Life to explore. Cass enabled interaction and engagement with their own world-class subject specialists, researchers and thought leaders; specialists from areas ranging from artificial intelligence through to healthcare; and business leaders that had successfully driven market-changing innovation in their own sectors.”

Lanqin Cui, Vice President of China Life Insurance (Group) Company



Our programmes: an overview

SIGNATURE APPROACH

Today's ever-changing business environment needs agile leaders. Our world-class learning experiences provide the relevance, flexibility and personalisation you need for a positive impact on your career and your business's bottom-line.

Our faculty are more than top-rated researchers. They are actively involved in business, where they work with organisations, leaders and policy-makers as practitioners, advisers and non-executive board members. We help you gain access to subject-matter experts, forge new relationships, strengthen existing ones and harness the power of idea-sharing with your peers.

The education we deliver reflects the research we publish in world-leading journals. Research comes alive when applied and we apply all this learning to the problem solving we do for our corporate clients through our Executive Education programmes.

Change begins with the individual but requires many individuals to achieve momentum and critical mass. Our innovative programmes work at the individual, team and organisational level to ensure change sticks.

Each programme contains a strong element of individual development to catalyse the profound personal transformation that leads to sustainable change and tangible business impact.

OPEN PROGRAMMES

Designed for professionals who want game-changing impact, our open enrolment portfolio covers areas vital to today's leaders. We offer a growing range of programmes that are open to individuals. Programmes include leadership, personal development, finance and particular specialisations.

We frequently attract delegates from around the world, across industries and business sectors. You can choose programmes that develop your personal

skills and understanding to achieve your career objectives, or you can combine programmes that will develop you into a future leader.

CUSTOM PROGRAMMES

Collaborate with us to create learning solutions that deliver cutting-edge learning experiences as well as measurable business impact. We will deliver them, end-to-end, seamlessly and at scale, anywhere in the world.

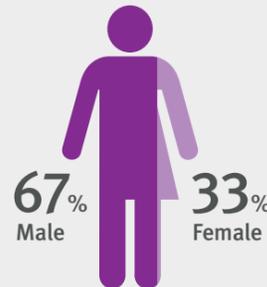
HYBRID PROGRAMMES

When neither open nor custom solutions fit your business needs, we can take our open enrolment programmes and amend or expand them. This way, we can offer an open learning solution exclusively to your organisation.

Delegate profile

Cass delegates originate from

1 of 30
nationalities



Open

Shared learning. Shared experience

Our open programmes are designed for professionals looking to develop and grow in their roles. The programmes cover the theories and practices required to meet the challenges of modern leadership.

Open programmes blend the academic rigour of our highly respected finance and management faculties with the latest thinking of top industry professionals.

Each programme brings together participants from different industry sectors and disciplines to combine theory and practice and they are open to any individual or organisation. They create a rich and powerful mix of experience, tools and learning.

MAXIMUM FLEXIBILITY

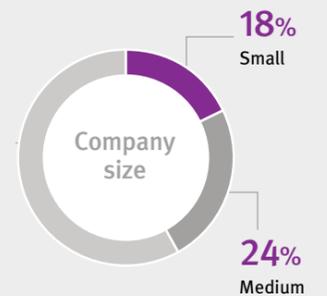
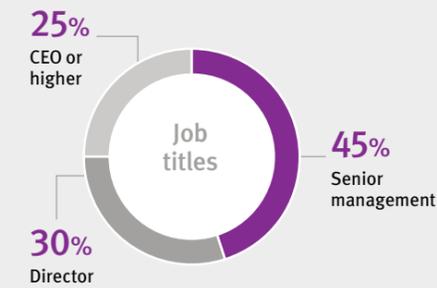
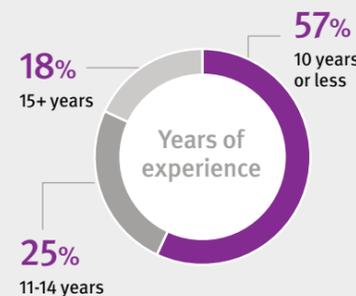
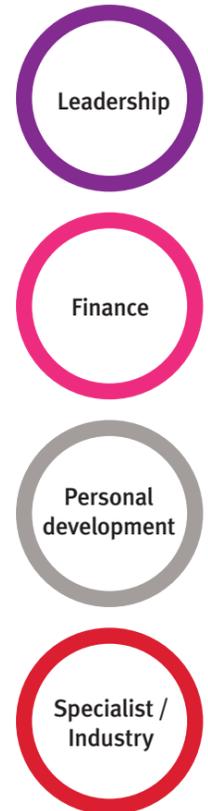
You can mix and match the open programmes, creating a personalised development plan that covers the topics you need, as and when you need them.

Our flexible approach includes:

- Short, focused modules that fit around your schedule
- Practical skills that you can apply quickly for immediate impact
- Building blocks to meet your development objectives
- Transformational experiences for individuals, teams or whole organisations

Over **20** years' executive education

Top 10 Ranked among the best for business and management research



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Custom

In partnership, tailored to you

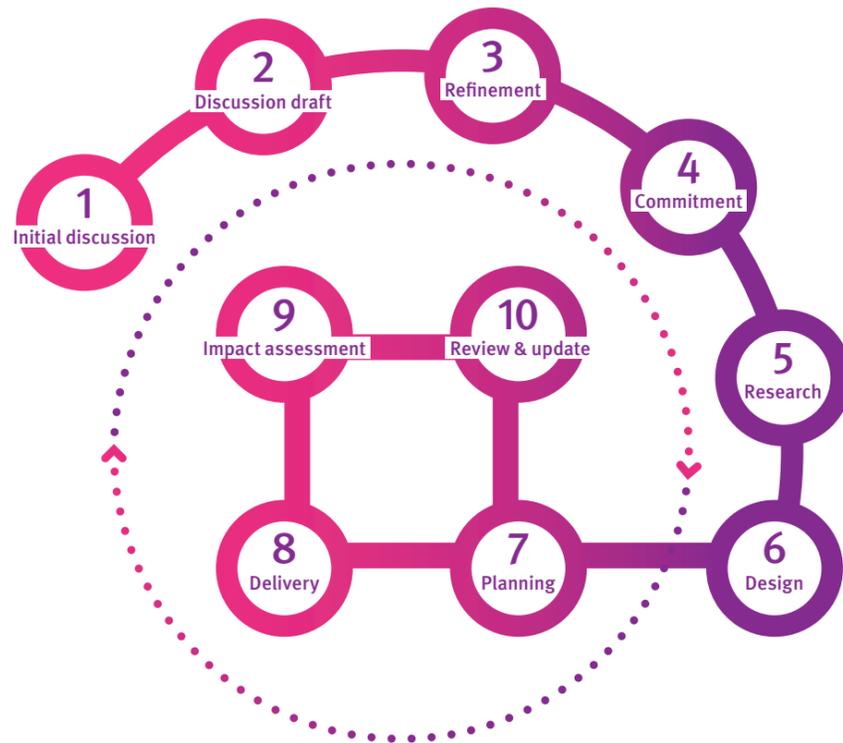
In addition to our open programmes, we offer customised programmes designed to fit your specific business needs and goals.

Each custom programme we design is unlike any other – it’s truly tailored to your needs. We undergo an intensive process of client consultation, collaboration and continuous feedback to design the most effective solutions to deliver individual and organisational goals.

COLLABORATIVE DESIGN

Collaboration is at the heart of our custom programmes. We take time to understand your organisational context, your management culture and your strategic objectives so we can build an appropriate learning culture.

We co-create around your business needs, your ambition, your culture and your people, then we work with you to identify your success criteria and how results will be measured.



INNOVATIVE LEARNING EXPERIENCES

Our practical exercises are highly challenging to encourage delegates to think innovatively and behave confidently. We push them intellectually using real-world situations so they gain new skills and insights that will invigorate business.

IMPACT IN THE WORKPLACE

We know you want to see tangible results for your organisation. So our experts work with you to agree the improvements you want to achieve from our education then create a bespoke impact measurement tool that will show exactly how your business is benefiting.

GLOBAL DELIVERY

We offer programmes all over the world to suit the needs of our global and mobile partner organisations. If your company is multinational, we can create a programme for you across different continents.

THE BENEFITS

- Bespoke learning with results you can measure
- An accurate assessment of your specific requirements
- Programmes that are highly relevant for your industry sector, the problems you face and what you want your people and your business to achieve
- Case studies and practical exercises based on our experiences with long-term clients so delegates can learn from real-life situations
- Tools that enable you to assess and respond effectively to your client needs.

Hybrid

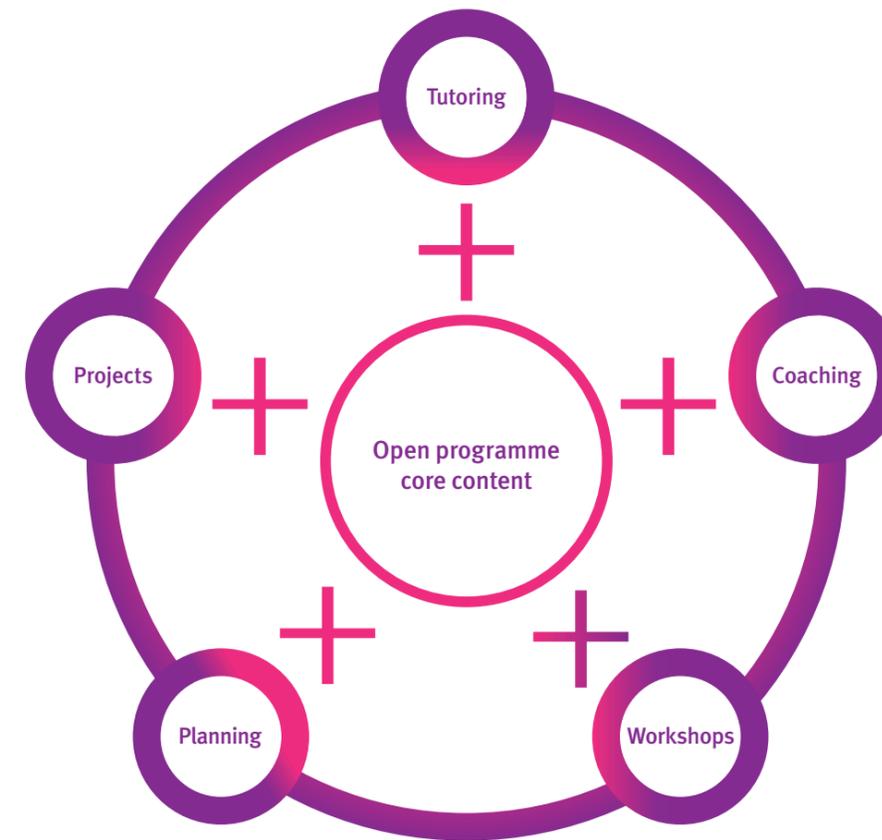
Tailored ‘add-ons’ to suit your needs

You can partner with us for a hybrid learning solution that creates lasting organisational impact.

This is the perfect choice if your business issues are already addressed in an open programme but you are looking for a more customised solution.

WHAT IS A HYBRID PROGRAMME?

Sometimes an organisation’s needs don’t quite fit into either open or custom solutions. Our hybrid programmes take our open enrolment programmes and amend or expand them to suit larger groups of people from a single organisation. Our offering combines the best elements of both our open and custom programmes.



Choose Cass

We're at the top of our academic game, we're entrepreneurial and we're in London

The Cass distinction lies in blending academic excellence with a vibrant, real-world approach to teaching. Our high quality research and close industry links ensure a relevant, vibrant learning experience.

WE ARE RELEVANT

We design our programmes to reflect real business needs. We take time to understand organisations. We bring in real industry examples from the world's leading companies. We deliver practical tools and guidance.

WE ARE FLEXIBLE

We create solutions to fit every need and budget. Our open programmes can be mixed and matched. Our custom programmes allow organisations to address individual strategic challenges. We incorporate technology to create blended learning solutions, stretch learning budgets and bring learning into organisations.

YOU GET:

- Choice, flexibility and control
- Customised learning
- World-leading research
- Innovation in action
- Maintained relationships
- Outstanding facilities.

WE INSPIRE

We bring together knowledge from our colleagues throughout the university and from research centres. We combine unrivalled business expertise and the latest research on a wide range of current and emerging topics. We deliver relevant, inspiring insights.

WE CREATE IMPACT

We ensure our programmes have measurable impact, identifying the improvements you want to achieve. We work with you to agree and achieve measures of success. We create impact for you and your organisation – both now and in the future.

WE CREATE UNDERSTANDING

We work hard to get to know you. We speak to key stakeholders and we research your organisation, understanding what works for you and what will make the biggest impact.

WE ARE GLOBALLY CONNECTED

We live on a connected planet. Whether face-to-face, virtual or blended, the world's leading organisations choose us because of our connected approach to learning and our ability to deliver world-class learning experiences at speed, to large numbers of people, anywhere in the world.

Located in the heart of one of the world's leading financial centres, Cass has strong links to both the City of London and the thriving entrepreneurial hub of Tech City.

It is among the global elite of business schools that hold the gold standard of triple-crown accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

The 2014 Research Excellence Framework results assessed 84% of Cass research to be world leading or internationally excellent.

“Each candidate experienced personal growth through exposure to high calibre academics at Cass and to senior executives from a variety of financial institutions.”

Lynette Mentor, Manager of Development Projects, BANKSETA



Get in touch

We hope we have inspired you to sign up for one of our world-leading Executive Education programmes.

If you want to grow your organisation or develop extraordinary leaders who can help it thrive in a fast-paced business environment, then come to Cass. We want to work with you to shape the future of business worldwide.

THE TEAM

Our team of Programme Directors, Managers and Coordinators always take the time to understand exactly what our clients need and work hard to stay ahead of the trends and issues in the marketplace. This is how we continue to deliver the very best in Executive Education.

We work with you throughout your programme, taking advantage of our close relationships with our faculty and strategic collaborations with researchers and industry experts around the world to make your learning seamless.

Together, we can deliver Executive Education with real impact.

CONTACT OUR TEAM

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OPEN PROGRAMMES: FEES AND PREFERENTIAL RATES

Our open programmes vary in duration and tuition fees. The tuition fee includes all meals, refreshments and programme materials.

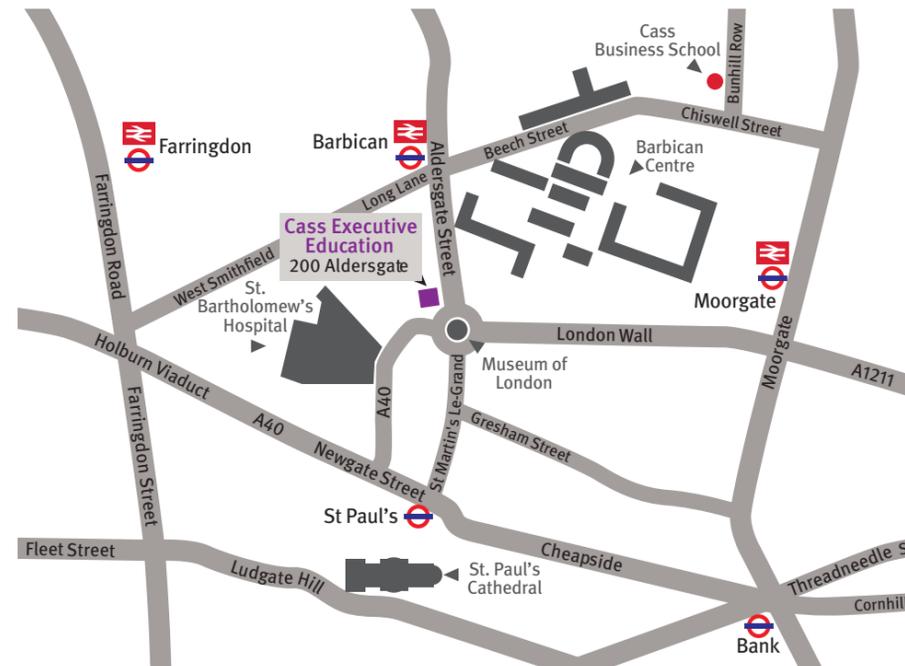
Our programmes will enhance your current and future roles, so your organisation may sponsor you to attend a Cass Executive Education programme. However, you do not have to be sponsored to enrol.

We offer reduced tuition fees on open programmes in some instances. These are:

- 15% reduction for Corporate Partners of City, University of London
- 15% reduction for City, University of London and Cass Business School alumni
- 15% reduction for existing Cass Executive Education custom clients and their employees
- 15% reduction for delegates who have completed an open programme, and up to two colleagues.

We also offer corporate purchase agreements when more than two participants from the same company or organisation attend the same programme within the same academic year. Please contact us for an informal discussion.

How to find us



BY BUS

The closest bus stop is at the Museum of London and is served directly by bus routes 4 and 56. Other services also serve nearby Barbican, St Paul's and Moorgate.

BY CAR

The closest car park is situated next to the venue at 158-170 Aldersgate Street (please remember to purchase the Congestion Charge when driving into Central London).

BY TRAIN

Moorgate and Farringdon railway stations are around a ten-minute walk.

BY UNDERGROUND

Barbican – Circle, Metropolitan and Hammersmith & City lines

On exiting the station turn right on to Aldersgate Street. Follow Aldersgate Street south towards London Wall and the Museum of London. As you arrive at the roundabout for the Museum of London, bear right and the North entrance is on your right-hand side before the zebra crossing.

Moorgate – Circle, Metropolitan, Northern and Hammersmith & City lines

On exiting the station head west on London Wall towards the Museum of London. At the roundabout, follow the roundabout around to the right until you reach the North entrance, located next to the zebra crossing.

St Paul's – Central line

On exiting the station follow St Martin's Le-Grand north towards Aldersgate Street and the Museum of London. When you arrive at the Museum of London roundabout, follow the roundabout around to the left (Pret a Manger will be on your left-hand side). The North entrance is located just over the zebra crossing.

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Cass Business School

In 2002, the School was renamed Sir John Cass Business School following a generous donation towards the development of its new Bunhill Row premises.

Sir John Cass's Foundation

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 18 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.

Disclaimer: All the information contained within this brochure was correct at the time of going to print. Published October 2018.



**UNIVERSITY
OF LONDON**