



university of
groningen

Business School

growth



- Are you ready to take the next step in your career?
- Does your organisation have the ambition to broaden its vision?
- Are you curious how scientific insights can be translated into practice?



www.rug.nl/ugbs



The University of Groningen Business School offers executive education: master's programmes, short courses for professionals and incompany trainings. The programmes are offered in the centre and the west of the Netherlands as well as in Groningen. UGBS is accredited by AACSB and EQUIS.

our executive masters

- **Executive MBA**

Both theory and practice are integrated into the Executive MBA for Food Professionals - in collaboration with EFMI.

This makes it a unique programme in which qualified professors as well as practitioners from the field share their experiences. This way you will learn to apply the acquired scientific knowledge directly to real business.

 3 years
 Baarn
 Start September
 Dutch

- **Executive Master of Accountancy**

The Executive Master of Accountancy (EMA) is the last stage of an academic education for accountancy

professionals. The EMA is a part-time programme, which you can easily combine with your job as an accountant. Upon completion you will be one of the highest-educated accountancy professionals, nationally and internationally, as you will receive a CPA qualification (a Dutch RA qualification).

 1,5 years
 Groningen
 Start September
 Dutch

- **Executive Master of M&A and Valuation**

The Executive Master of M&A and Valuation is unique in that it covers Mergers & Acquisitions (M&A) in an integrated manner:

M&A strategy, deal execution and post deal integration. The programme will help you to develop into a professional with both depth and breadth, which is crucial in a period when M&A is a more important tool than ever to meet strategic objectives.

 15 months
 Amsterdam (Zuidas)
 Start September
 English

- **Executive Master of Finance and Control**

Every organisation needs a financial conscience. Are you this person? Follow the Executive Master of Finance and Control (EMFC) and receive the latest scientific insights, translated into practice. Our professors inspire you to think further, within and outside your working field.

 2 years
 Groningen
 Start January or August
 Dutch

Our executive courses

• Customer Experience Management

Customers are becoming increasingly demanding and are constantly looking for valuable experiences.

Digitisation is increasing and competitors continue to innovate. The Customer Experience Management programme - in collaboration with Altuïtion and CIC - encourages you to develop original and effective CX strategies while you continue organising LEAN and Agile.

-  6 x 1 day
-  Various locations
-  September - November
-  Dutch

• Management and Economics in Healthcare

The healthcare working field is still under development. That is why you as a professional must continue to expand your knowledge and develop your skills even further. The programme offers you up-to-date knowledge about the economic and business aspects of healthcare at an academic level.

-  7 x 1 day
-  Groningen
-  November - February
-  Dutch

• The Community-Centric Energy Transition

Energy transition is more than just energy. It is also about exploring alternative paths to a more

decentralised, economically efficient and socially desirable energy system. The Community-Centric Energy Transition programme helps you to develop new insights on how this can be achieved.

-  3 x 2 days
-  Groningen
-  March - May
-  English

• Impactful Marketing Analyst

Would you like to boost your career as an experienced marketing analyst? Are you eager to gain more insights from the enormously growing amount of data at your company? Then become part of a unique (former) student knowledge sharing network with the Impactful Marketing Analyst programme - in collaboration with CIC.

-  12 x 1 day
-  Leusden
-  September - March
-  Dutch

our executive courses

• Inspiring Data Scientist

Would you like to know how Data Science can help you take the next step in your career as an advanced marketing analyst? Are you interested in how you can tackle the Big Data challenges (even) more effectively? Learn to add value to your organisation with scientific insights by following the Inspiring Data Scientist course - in collaboration with CIC.

- 🕒 3 x 2 days
- 📍 Central location in the Netherlands
- 📅 Start TBD
- 🗨️ Dutch

• Top-HR Leadership Programme

As an HR manager you have to deal with both the organisation and its context, which is changing continuously due to globalisation, robotisation and a changing labour market. Learn to connect HR with business strategy with the Top-HR Leadership Programme.

- 🕒 3 x 2 days
- 📍 Central location in the Netherlands
- 📅 November - February
- 🗨️ Dutch

• Environmental, Social & Governance (ESG) Assurance

Are you an accountant or a specialised professional and do you want to increase your expertise in the audit of non-financial information of companies? Then improve your control techniques with the Environmental, Social & Governance (ESG) Assurance unique programme.

- 🕒 10 months
- 📍 Leusden + online
- 📅 Start August
- 🗨️ Dutch

our incompany programmes

We provide a variety of research-based training programmes at your location, customised to meet your company's needs. By holding these courses on-site, we can set up the training in a way that is most convenient to your colleagues regarding schedule and location. Also, in the course, we can work using cases provided by you. Contact the University of Business School for the possibilities for your organisation.

contact

For more information, or if you have any questions about the University of Groningen Business School, please contact us:



Andrea Poelstra
Customer Contact
T: +31 50 36 33943
E: ugbs@rug.nl

University of Groningen
Faculty of Economics and Business
University of Groningen Business School
Nettelbosje 2
9747 AE Groningen



www.rug.nl/ugbs