

Executive Education

Investment Opportunity

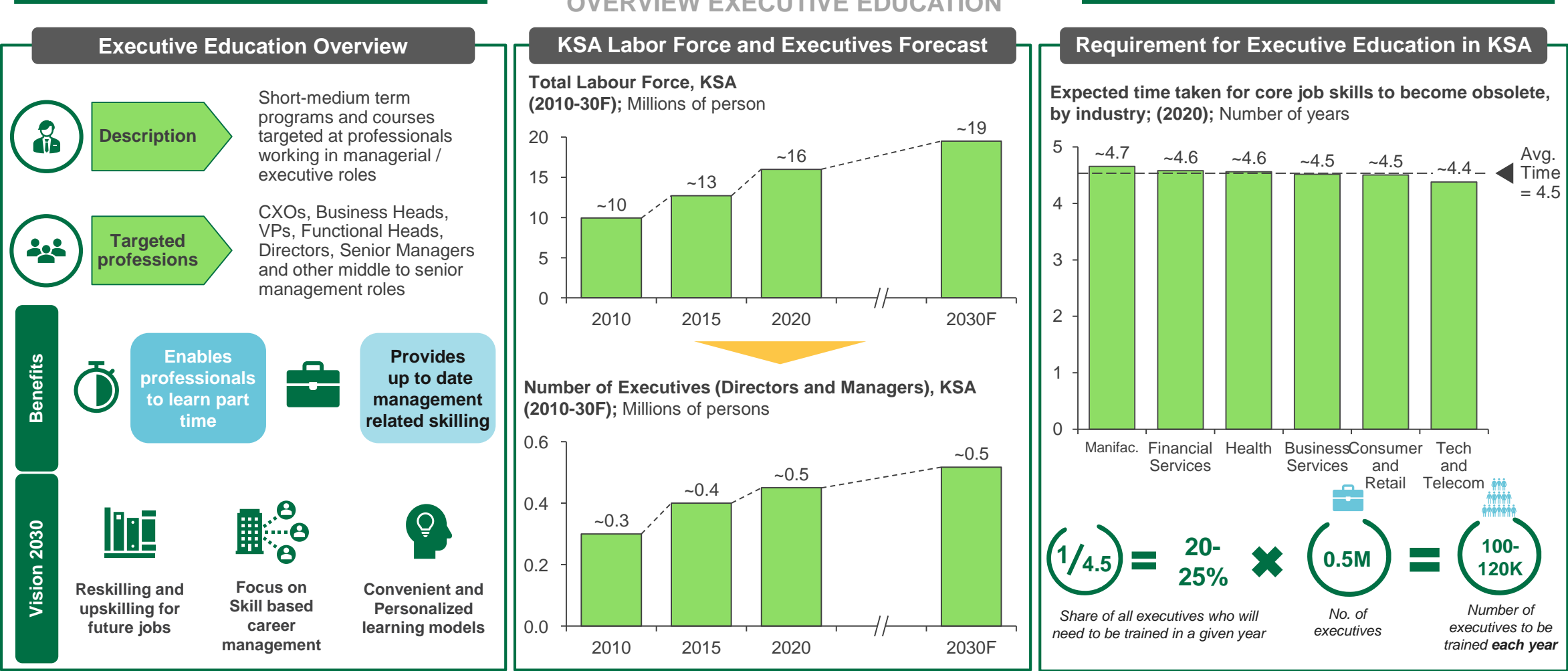
EDUCATION – April 2022





Executive Education

OPPORTUNITY DESCRIPTION: Invest in KSA's education sector by establishing high-quality, Executive Education focused providers





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EXECUTIVE EDUCATION AT A GLANCE

Overview of Executive Education



Description

Short-medium term programs and courses targeted at professionals working in managerial/executive roles



Targeted professions

CXOs, Business Heads, VPs, Functional Heads, Directors, Senior Managers and other middle to senior management roles

Benefits of Executive Education

Enables professionals to learn part time



Senior level executives often don't have the time to commit to long periods of study and hence would benefit from part time-programs that help them work on their skills outside the working environment

Provides up to date management related skilling

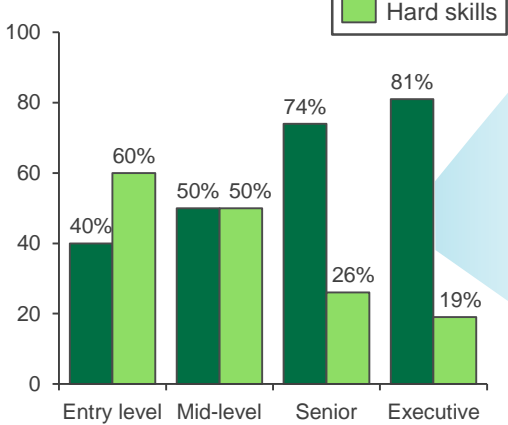


Executive education proves to be important in exposing participants to up-to-date ideas especially in rapidly evolving job roles accelerated by the integration of technology

Skills of relevance globally

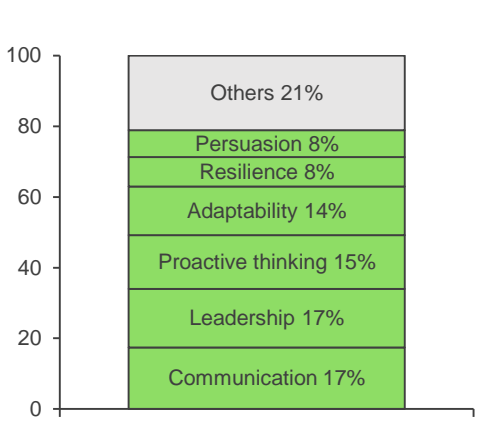
Importance of soft v/s hard skills by job experience (2020)

Percentage of mentions



Relative importance of soft skills (2020)


Percentage of respondents




Alignment with key Vision 2030 objectives




Reskilling and upskilling for future jobs in priority sectors identified under Vision 2030


Skill based career management to help improve skills acquired through work experiences


More convenient learning models that will allow adults to learn, reflecting their personal preferences and needs



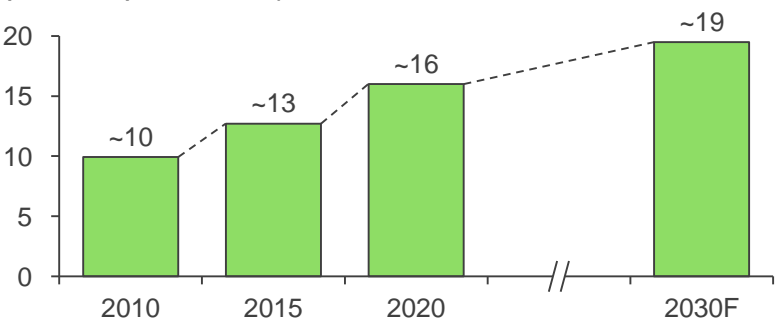
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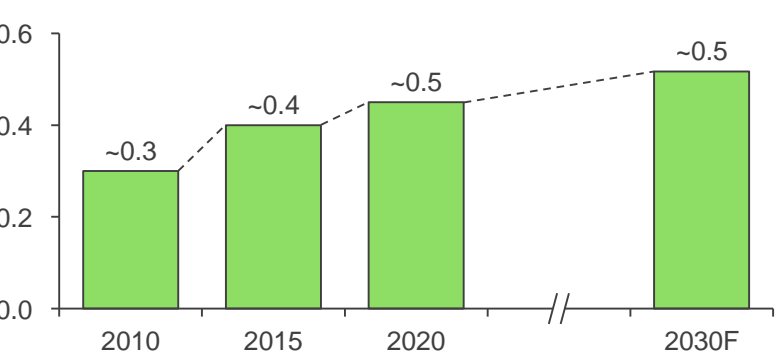
LABOR FORCE AND NEED FOR EXECUTIVE EDUCATION IN KSA

KSA Labor Force and Executives Forecast

Total Labour Force, KSA (2010-30F); Millions of person

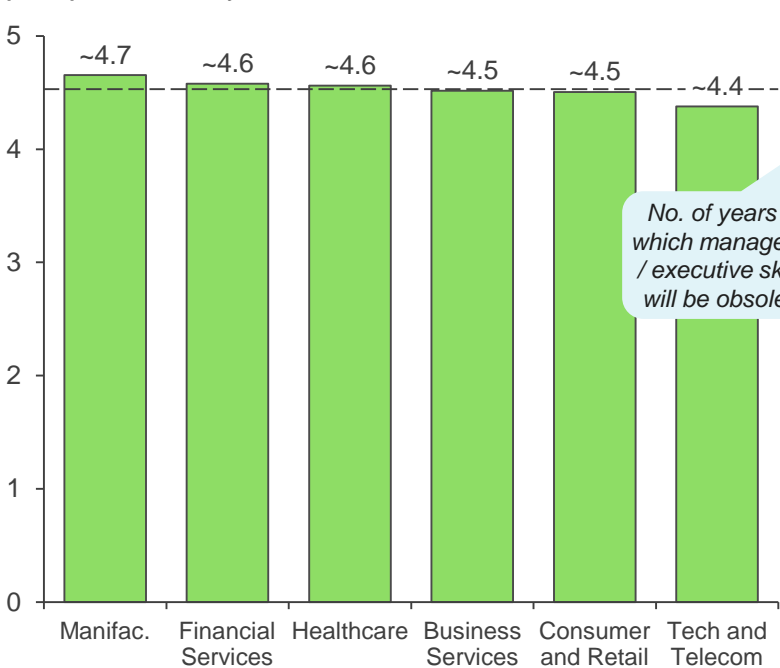


Number of Executives (Directors and Managers), KSA (2010-30F); Millions of persons



Requirement for Executive Education in KSA

Expected time taken for core job skills to become obsolete, by industry (2020); Number of years



Avg. Time = 4.5

No. of years in which managerial / executive skills will be obsolete

$\frac{1}{4.5} = 20-25\%$

Share of all executives who will need to be trained in a given year



\times
 $0.5M$

No. of executives



$=$
 $100-120K$

Number of executives to be trained **each year**

KSA needs to upskills **100-120K executives each year** need meet the demands of the economy



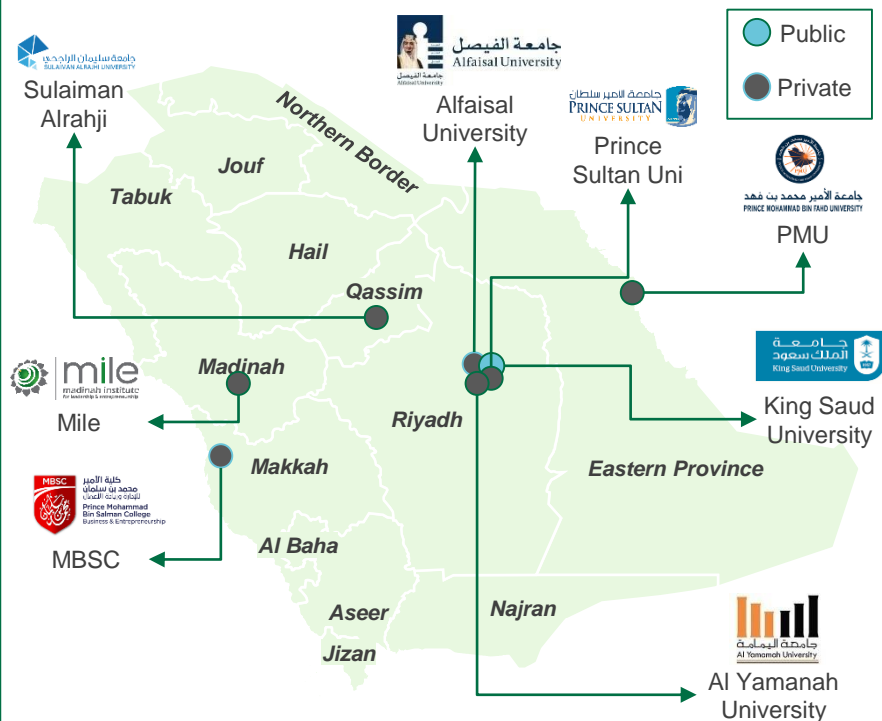
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CURRENT PROVISION OF EXECTUIVE EDUCATION TRAINING PROVIDERS

Existing Executive Education Training Institutes

SAMPLE LIST OF LARGE EXECUTIVE EDUCATION TRAINING PROVIDERS



To meet the growing needs of the economy, KSA will need to upskill/re-train **~100-120K executives every year**

Case Study: Prince Mohammed Bin Salman College (MBSC) of Business & Entrepreneurship



كلية الأمير محمد بن سلمان للإدارة وريادة الأعمال
Prince Mohammad Bin Salman College Business & Entrepreneurship

- Founded in 2016, MBSC is a private co-ed university specializing in business, entrepreneurship, and executive education related courses with an aim to create entrepreneurs in KSA
- It has been established through an International partnership between Emaar The Economic City, Babson Global and Lockheed Martin under the umbrella of the Economic Offset Program in KSA

4+

Business and Entrepreneurship Courses

80%

Alumni from MBSC saw an increase in their salary



Case Study: Alfaisal University



جامعة الفيصل
Alfaisal University

- Founded in 2002 as a private non-profit institute, Alfaisal University is made up of five faculties, spanning from Business, Engineering, Medicine, Pharmacy, Science and General Studies
- The Centre for Executive Education at Alfaisal University College of Business's mission is to serve the community and attend to the professional development needs of individuals and organizations

~4K

Total enrolment in Alfaisal University

6+

Customized executive education courses





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EXECUTIVE EDUCATION COURSES AND DELIVERY

Types of executive education courses

There are various Executive Ed. courses based on content and duration

Types of courses based on course content



General Leadership Development Courses:
Development of all levels of management to build pipeline of future leaders to lead organizations



Specific Business-related Courses:
Specific requirements for key challenges facing the organization or upskilling required in specific skills



Other Niche Courses:
Covers niche requirements, modules developed for sector-specific training. E.g., healthcare, energy, etc.

Types of courses based on duration



Long-term management programs:
General management programs targeting executives seeking career advancement



Professional courses:
Certification based courses like CFA, CPA, ACCA, etc. typically offered by accredited academies



Short-term focused programs:
Short duration courses, typically a few days, focused on specific topics like finance

Types of training providers by price segment

The fee range of Executive Education Programs varies with the type of providers

Fees



Budget/Mid-priced



Premium



Super-premium

Type of providers

Standalone Training Providers

Academies at Consulting Companies

University Executive Education Arms

Potential models of setting up Executive Education Centers

Primarily, there are 2 models for setting up Executive Education Centers: B2B and B2C



B2B

Model in which Executive Education providers collaborate with corporations to provide training to the employees based on upskilling needs



B2C

Provision of Executive Education to executives who sign up for courses on an individual basis for professional development

B2B models in Executive Education are **more popular than B2C models** due to the large volume of trainings being driven by large corporate houses for the purpose of upskilling

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