
BELIEVING IN AUTHENTIC LEARNING

Training Program

CEO

CHIEF EXECUTIVE OFFICER



PACE SCHOOL OF LEADERSHIP & MANAGEMENT
A Member of PACE Institute of Management



CEO - CHIEF EXECUTIVE OFFICER

Increased globalization and the complexity of today's competitive business environment have demanded senior executives in Vietnam to acquire vital knowledge on leadership and management, and effective business practices to build capacity to tackle new challenges. Gaining such insights and tools is particularly essential to achieving company goals, sustain growth, and better performance. With the objective to internationalize high-ranking human resources in Vietnam, PACE is offering the Professional Chief Executive Officer (CEO) training program, a special executive education program, for business leaders and managers.

As one of PACE's most highly-regarded programs, the CEO program is designed based on PACE's Management Model for current CEOs, middle managers, or executives who aspire to advance to this senior management position to lead their businesses. Delivered in Vietnamese, the program trains, equips, and transforms high-potential executives by providing them with core philosophies, well-proven insights, and essential tools that today's dynamic CEOs need to possess. With the valued knowledge and skills provided by the program, senior executives will be ready to become professional, effective CEOs, ready to meet and tackle challenges of the increasingly competitive global business environment.

Methodically, PACE consistently combines international expertise, local insight, and standard value in all subjects. Through interactive lectures, group-based discussions,

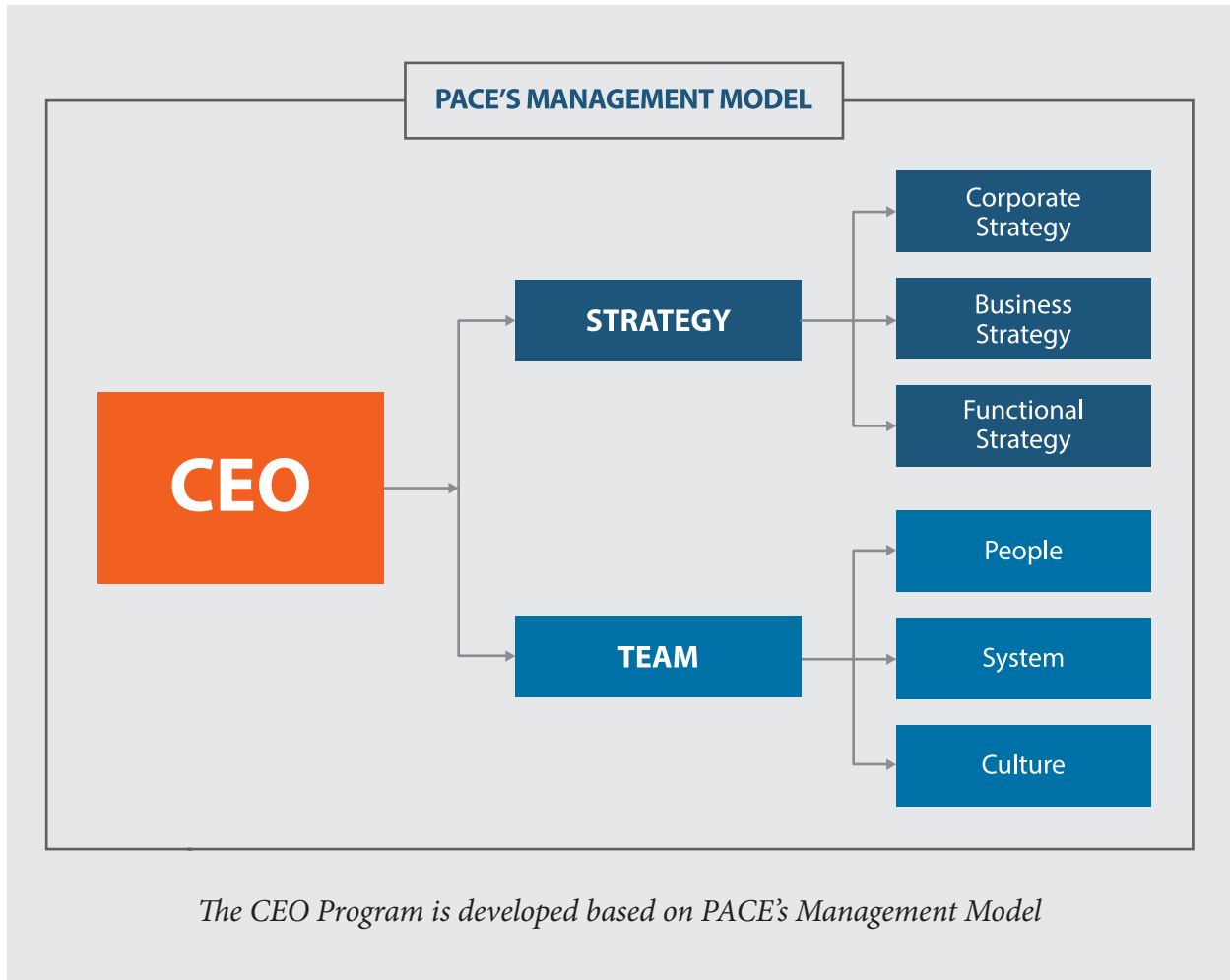


practical case studies and meaningful individual projects and exercises, participants will be engaged in interactive activities that help them internalize and integrate the course material to their own experiences and situations. Through these interactions, participants will also learn what is required of their organizations, what mindset and skills are relevant, thereby enabling them, as business leaders, to capitalize on their advantages, create value, and sustain high performance throughout their enterprise.

PACE trainers are Vietnamese experts who have both in-depth academic knowledge and profound experience in their respective fields with a global business perspective.

The CEO program is designed to accommodate busy executive schedules with day and evening classes. 4.5-month and 03-month programs are offered for participants' convenience.

PROGRAM OBJECTIVES



TARGET PARTICIPANTS

- Top-level executives, including CEOs, chairpersons, board members, and directors.
- Middle managers, functional directors and managers, chiefs/heads and deputy heads of departments.
- Those who strongly desire to be high-performing CEOs.

TARGET PREREQUISITES

- Prospective participants must be at least 22 years old.
- Satisfy at least one of the following requirements:
 - University or college diploma (of any major).
 - Current or former managers or executives holding important management positions in their companies.
 - At least three years of work experience in a certain industry.

PROGRAM OBJECTIVES

After successfully completing this program, participants will:

- To provide core thinking and conceptual tools required for an effective CEO in the integration and globalization process.
- To provide participants with essential knowledge and skills of various components needed for a high-achieving CEO.

DURATION & TUITION FEE

- Duration: The total duration of the program is **36 sessions** (equivalent to 108 hours), you can choose to study in the evening or on weekends. Each program lasts 4.5 months for daytime classes or 03 months for evening classes. Please see the detailed schedule of upcoming courses on PACE's website: www.PACE.edu.vn.
- Tuition fee: For the official fee and preferential policy for early fee transfer or group registration, please see details on PACE's website www.PACE.edu.vn or contact PACE's Training Consulting Department.

PROGRAM COMPLETION

Participants who have completed the program will be awarded the **Graduation Certificate** of the “Chief Executive Officer” program of **PACE School of Leadership & Management** (a member of PACE Institute of Management).



PROGRAM CONTENT

SUBJECTS		Session	Hours
I. Ideologies			
1	Learning Revolution	2	6
2	Being a Professional CEO	1	3
3	Business Philosophy	1	3
4	Life Management Program	2	6
II. Overall Management			
1	Leadership Development	4	12
2	Strategic Management	4	12
3	Corporate Management System	4	12
4	Corporate Culture	2	6
5	Reinvent & NextGen Model	1	3
III. Functional Management			
1	HR Management for Leaders	2	6
2	Marketing Management for Leaders	2	6
3	Sales Management for Leaders	2	6
4	Financial Management for Leaders	2	6
5	Accounting Management for Leaders	2	6
IV. Background			
1	Laws on Business	2	6
2	Coaching Skills	1	3
V. Program Summary			
1	Program Summary	1	3
2	An End That Starts	1	3
*	Graduation Ceremony	*	*
TOTAL		36	108

PACE

INSTITUTE OF MANAGEMENT

PACE Institute of Management is highly respected for pioneer work through empowering businesses in their management and developing leaders at all levels so that businesses can grow strongly in local and global markets.

PACE is well known for a **global ecosystem of management** with **8 affiliated schools** (specializations in the field of management, including general management, HR management, financial management, marketing management, sales management, production management, supply chain management, and project management), **7 member companies** (specializing in management areas), and **9 global partners** (the world's leading organizations in management areas).

PACE's mission is *"to develop high-performance leaders and professionals for business and society."*

To achieve its mission, PACE focuses on the following areas: (1) **PACE Training**; (2) **PACE Consulting**; (3) **PACE Books**; (4) **PACE Research**; and (5) **PACE Conference**.

In addition, since 2007 PACE also has initiated and managed **PACE NGOs** including several not-for-profit educational projects to realize our mission in an overall and sufficient way, such as **IPL Scholarship** (www.IPL.edu.vn), **OpenEdu Initiative** (www.OpenEdu.vn), **GoodBooks Project** (www.SachHay.org), **Annual Book Awards**, and **OneBook**.

With 20 years of experience in developing leaders and professionals for business and society, PACE has offered more than 110 training programs, with thousands of courses, for more than 200,000 leaders and professionals of companies operating in Vietnam, and Vietnamese senior government officers at both central and provincial levels.



Head office: PACE Building
341 Nguyen Trai Street, District 1, HCMC
Phone: +84 (28) 3837.0208

Hanoi office: Int'l Center (2nd Floor)
17 Ngo Quyen Street, Hoan Kiem, Hanoi
Phone: +84 (24) 3646.2828

✉ contact@PACE.edu.vn
✉ daotao@PACE.edu.vn
🌐 www.PACE.edu.vn