



CARDIFF  
UNIVERSITY

PRIFYSGOL  
CAERDYDD



# Executive Education Summer School

Cardiff University | Wales | UK

16-20 June 2025

## About the programme

We have designed our Executive Education Summer School for ambitious professionals, senior executives, and managers eager to enhance their leadership, strategic, and management skills. Whether you want to advance your career or explore new topics, this intensive programme provides the perfect environment to develop expertise in a fast-paced setting.

### 2025 Theme: Leading Through Innovation

Our theme, Leading Through Innovation, focuses on transformative subjects including leadership, entrepreneurship, marketing, AI and digital innovation, and sustainable business practices. Learn from top-tier experts and gain practical insights to apply immediately.

The programme combines lectures, case studies, group discussions, industry talks, site visits, and networking events - each designed to challenge and inspire your thinking.

### A hub for networking and collaboration

You'll connect with industry leaders and decision-makers from diverse sectors and global regions, expanding your professional network and opening doors for future opportunities.

This is your chance to gain valuable skills, spark new ideas, and build relationships to propel your future career.

## Academic lead

Dr Saloomeh Tabari  
MBA Programme Director,  
Cardiff Business School.

Saloomeh is an expert in Marketing and Strategy and a Fellow of Higher Education Academy (FHEA).

Her research interests include consumer research, intercultural communication, cultural intelligence, and marketing through the use of qualitative methods.



Dr Saloomeh Tabari  
MBA Programme Director

## The CPD Unit

The Continuing Professional Development (CPD) Unit has extensive experience in developing and delivering leadership programmes with higher education institutions worldwide.

Led by Clare Sinclair, this team will organise this programme, and administer bookings and payments.

Jessica Gasson and Phil Swan will be your main contacts during the programme, and will also organise pastoral care.



Clare Sinclair  
Head of CPD Unit



Dr Phil Swan  
Business Development Manager



Jessica Gasson  
Project Officer

# Programme

## Who should apply?

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The Executive Education Summer School is ideal for:

- senior professionals, executives, entrepreneurs, and those in leadership roles
- individuals aiming to transition into leadership positions or enhance skills for career advancement
- graduates and current MBA students

You'll also have the unique opportunity to develop your personal and professional network alongside an international group of future leaders from industry and public sector backgrounds, including pharmacy, healthcare, manufacturing, finance, legal and government.

If you would like to make a group booking, please email us to discuss options.

“ Cardiff University provided us with a rich and fulfilling programme. Professors and entrepreneurs shared practical experiences and vivid case studies to showcase a comprehensive SME service system, which plays a crucial role in promoting enterprise development and is worthy of our learning and reference. The warm and thoughtful arrangements by Cardiff University made us feel welcomed.

**DELEGATE FROM RECENT  
EXECUTIVE EDUCATION  
PROGRAMME**

## How to apply

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Don't miss your chance to be part of this exclusive leadership programme designed to unlock your full potential. Spaces are extremely limited and we expect the programme to be very popular.

Apply now to secure your spot and take the first step toward transforming your future.

1. You may wish to have a video call with the lead academic/CPD Unit before submitting your application. Please email [train@cardiff.ac.uk](mailto:train@cardiff.ac.uk) to organise this.
2. Send us a 500 word personal statement and your CV to [train@cardiff.ac.uk](mailto:train@cardiff.ac.uk).
3. We will inform successful applicants on 7 April 2025. **Do not** make any travel/visa preparations before this date because not all applicants will be successful.
4. If you are offered a place on the programme, we will ask you to complete payment online. Your place is not confirmed until payment has been received.

### Dates and important information

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Programme dates: 16-20 June 2025  
Fee: £2,495  
Applications open: 27 January 2025  
Applications close: 31 March 2025

We will inform successful applicants on 7 April 2025

**Important:** This programme is delivered in English and all associated course materials are in English.

### What's included?

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Your fee includes the one-week programme tuition, daily refreshments during the programme (and lunch on teaching days only), learning materials, company visits, official social and cultural activities and excursions.

*Please note: flights, transfers, accommodation, food/drinks other than stated above are not included in the fee. You will need to arrange your own transport and accommodation, as well as visas (as applicable).*

For more information on how to apply, visit our website:





## The world's only Public Value Business School

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The future of industry and government is increasingly purpose-led. To excel, leaders must be prepared for this shift in focus.

We are the first business school to put public value at the heart of its operations. We deliver economic and social value through interdisciplinary teaching, research, engagement and impact that confronts the grand challenges of our time.

By embracing interdisciplinary working with academic colleagues, business partners and the third sector, we believe we can help find solutions to a range of social ills and reframe how people think of business and management.

“ Why choose Cardiff University? Our Executive Education Summer School distills decades of expertise and cutting-edge research, honed at Cardiff Business School and the wider University. You'll have access to academics, practitioners, mentors and consultants, packaged into a week-long intensive programme. Come and spend your summer with us - gain new skills and immerse yourself in our innovative learning culture. ”



**DR SALOMEH TABARI, MBA PROGRAMME  
DIRECTOR, CARDIFF BUSINESS SCHOOL**

## Cardiff University - in the heart of a capital city

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We are a global university, with a focus on research and innovation. We excel in producing high quality, innovative research which translates into benefits both locally and worldwide.

Our academic staff are driven by creativity and curiosity and many are leaders in their fields, creating a stimulating environment for learning.

The University's CPD Unit and Cardiff Business School work with businesses and organisations across the world to develop and deliver high quality, bespoke training programmes.

Our research expertise and facilities are used by industry and commercial partners, government bodies and other organisations internationally.

We help to generate business ideas and spin-out companies and contribute to economic growth and job creation in Wales and beyond. Our research contracts have a total value of £500m.

We have created major Research Institutes to pursue new scientific approaches to some of the world's most pressing concerns.

These bring together academic talents from across a range of disciplines to solve problems of global importance.

# About us

# Cardiff, capital city of Wales

All the culture, sports, shops, entertainment, work opportunities and atmosphere you would expect of a modern European metropolis.

## 7 facts about Cardiff

- 1 Cardiff is a safe city** with a population of around 350,000 people. It was one of the UK's first multi-cultural cities and an estimated 94 languages are spoken here.
- 2 Cardiff has a buzzing arts and events scene**, being home to the Welsh National Opera, Roald Dahl, the Wales Millennium Centre and innovative Chapter Arts Centre. The iconic Principality Stadium hosts international sport and music events from the UEFA Champions League Final to concerts by global stars such as Harry Styles and Taylor Swift.
- 3 The National Museum Cardiff** contains one of the best impressionist art collections outside Paris, including works by Monet, Renoir and Van Gogh.
- 4 The city has recently been named the 6th best for shopping** in the UK, with beautiful Edwardian and Victorian arcades and modern shopping centres with designer brands and unique independent shops.
- 5 Over 330 parks and gardens** make Cardiff one of the greenest cities in the UK, with the 130 acre Bute Park located right next to our campus.
- 6 With excellent transport links** to the rest of the UK and an international airport on our doorstep, Europe and beyond is just a short journey away.
- 7 Cardiff's ever growing food scene** features international cuisines from Thailand to Mexico and beyond. International supermarkets also make it easy for you to find the ingredients you use at home!



### Travel time by train

City	Time
London	2 hours
Manchester	3.5 hours
Birmingham	2 hours



### Cardiff International Airport

Cardiff airport operates flights around the world, including Sydney, Tokyo, New York and Delhi. Make the most of your stay and catch an onward flight within the UK or to Europe, direct from Cardiff.

## Contact us

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Our office is open 08:30 - 16:00 Monday - Friday (UK time)

