



ADA University Executive Education Newsletter

Welcome to the Annual Issues of the Executive Education
Newsletter

This Newsletter provides a clear insight into the implemented training activities by the Executive Education during January-December 2021. Since January 2021, we have implemented numerous online and on-campus programs for government and business sectors with the aim of enabling organizations to respond to COVID-19's challenges and accommodate their remote and face-to-face learning needs appropriately. This year, we have offered highly engaged, certified diplomatic training series and corporate programs to 318 Azerbaijani and foreign diplomats and civil servants, 213 mid-and senior-level managers. Executive Education started 2021 programs just a few months after Azerbaijan's momentous victory in the Second Karabakh War and liberation of its historical territories. The primary objective of this year's online and offline programs was to address the main challenges and impediments related to media, foreign policy, counter-terrorism, international humanitarian law, and multilateral diplomacy evolved during the 44-day Patriotic War. We continued to involve well-qualified educators and experienced practitioners representing business and government sectors to provide our loyal clients with up-to-date online and offline programs in 2021.

Corporate Programs

We pursued our close cooperation with the corporate sector throughout the academic year, delivering an online custom program for PASHA Holding. Additionally, the Executive Education organized three online open enrollment programs in 2021.

Mrs. Aygun Hajiyeva, Associate Vice-Rector of Executive Education, ADA University, delivered an online training course, titled "Leadership Skills for New Managers" on January 27-29. The course was attended by 18 mid-level professionals from Azercell LLC, AAS-ATE, Digital Services Company, Gulf Drilling, and Expressbank. Through the course, participants learned strategies for leading and motivating teams effectively. They were trained on how to recognize and understand various leadership styles and the ways of applying leadership skills to influence, inspire, and challenge others to get results.

On April 28-30, online "Project Management" training was designed and delivered to 9 professionals of Kapital Bank OJSC, Xalg Sigorta, and Absheron Logistics Center. The three-day online course conducted by Mr. Natig Hajiyev, President of ADA University

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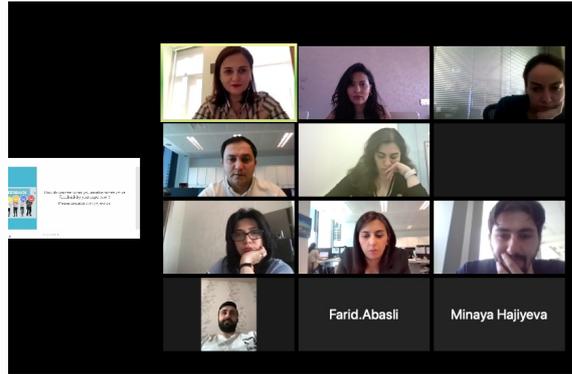
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Foundation (Azerbaijan) covered a set of practical tools, strategies, and comprehensive techniques that are needed for thoroughly defining project objectives and requirements in depth.



On May 5-7, Mr. Altay Mustafayev, Founder and Managing Partner of "Altay Mustafayev Tax and Law" conducted an online "International Commercial Contracts" course to 14 mid-level professionals from Azercell LLC, PASHA Construction, and "Grand-Agro" LLCT. The three-day-long course equipped participants with a thorough grasp about the legislations regulating international contracts and the specific strategies for crafting international deals.



Ms. Shafag Mehraliyeva, Instructor of Communication and Media at the School of Public and International Affairs, ADA University, delivered a custom program, titled "Media and Communication" to 25 junior and mid-level communication experts from PASHA Group companies on May 24 and June 25. Specifically, participants gained an insight into a wide array of topics under the following themes: "Building a Communication Plan that works", "Writing to be noted; Media and Decision Making", "Media and Public Opinion", "Press Officer's Tools", and "Positive Communication in Public Relations".

Adaptive Strategic Execution Program **October 15, 2021 - January 15, 2022**

One of the notable milestones was giving a start to implementation of Stream 3 and Stream 4 of the "Adaptive Strategic Execution Program" (ASEP) in the Fall'21. ASEP is a Duke Corporate Education-certified Program that was delivered by ADA University Executive Education and Korn Ferry. This year's Program drew a total of 37 professionals from a variety of industries and organizations. Access Bank, Azerconnect LLC, SOCAR AQS, Azercosmos, Nobel Energy Management, Azercell LLC, Global Energy Solutions, The Coca-Cola Company, SOCAR, BP, Pasha Life Insurance OJSC, Universal PRO LLC, ProKon LLC, Nobel Oil, Baktelecom, Equinor Absheron AS, The State Service for Property Issues of the Republic of Azerbaijan's Economy, NEQSOL Holding, AZMADE Group and ABB were among

the represented companies and public institutions. The attentively structured Program delivered a fully immersive learning experience to managers, company CEOs, and those who are specifically responsible for projects, programs, initiatives, or strategic work inside their organization, possessing years of experience in business or public sector.

"Media and Communication Policy through the eyes of the Media" Seminars
January 25-26, February 2-3

Local and foreign experts teaching the seminars provided 18 representatives of leading media outlets with interactive discussion sessions, group assignments, and simulations.

In Spring 2021, ADA University Executive Education in partnership with the Media Development Agency of the Republic of Azerbaijan tailored and presented a series of seminars, titled "Media and Communication Policy through the eyes of the Media". The seminar series was designed for media representatives, who handle a role in fulfillment of public relations and maintenance effective links with external audience. The seminar's curriculum emphasized communication strategies, as well as the formation and planning of proactive and reactive media activities.

"Towards Reforms in the Media" Seminars
June 14 - July 10, 2021

In Summer 2021, ADA University Executive Education and Media Development Agency of the Republic of Azerbaijan organized a series of seminars, under the topic, "Towards Reforms in the Media". In total, 75 editor-in-chiefs and directors of news agencies divided into 3 groups participated in four-week-long seminar. At the end, 66 participants received a certificate of successful completion. The enriched agenda of the seminars covered a variety of topics, including, "A look at the modern media environment", "Establishing an agenda in the media", "Crossroads of Journalism and Public Relations", "Journalism in traditional and social media", "Journalistic culture: Values, Ethical Approaches and Democracy", "Effective management of the News Department", "How to set the agenda: Practical approaches", "In search of news", "Social Media: friend or rival of traditional media?", "Gender and Media", "Positive Communication in Journalism", "Public Diplomacy", "Stress management", "Leadership Skills in Management", "Data Journalism", "Convergence of New Media". Delivered by ADA University faculty and administrators as well as high-caliber guest speakers, and experts, these seminars provided an immersive deep dive that prepares participants to excel in the fields of journalism, PR and media and communication.

"New Media" Seminars on theoretical and practical knowledge for young journalists
November 29 - December 17, 2021

In the last months of Fall 2021 semester, Executive Education and the Media Development Agency jointly organized "New Media" seminar series for young journalists. This was one of the first-ever certified seminar series in Executive Education's portfolio that specially designed for students to prepare them for their careers in the rapidly changing multi-media industry. The seminars brought together the first team of volunteers of the Media Development Agency. 17 young and aspiring volunteer-

students had an opportunity to take part in lectures on extremely important topics related to modern media environment, journalistic values, and ethical and professional approaches to journalism. They gained fundamental theoretical knowledge about the past and future vision of the South Caucasus. The journalists of the future were comprehensively informed about the historical, national and regional impact of Azerbaijan's victory in the Second Karabakh War, the South Caucasus's geopolitics, and the global significance of the Caspian Sea's natural resources.

The rigorously-adjusted agenda of seminars provided them with know-how practices and skills related to communication, protocol, etiquette, stress and time management that are highly important for those, who are at the forefront of information dissemination.



Government Programs
"Advanced Foreign Service Program"
February 16 – December 7, 2021

During Spring 2021 semester (February 16 - July 6), Executive Education held online and offline "Advanced Foreign Service Program" (AFSP) for Azerbaijani diplomats and civil servants. The AFSP brought together 318 diplomats serving at the Ministry of Foreign Affairs and Azerbaijani diplomatic missions abroad. The civil servants from State Oil Fund of Azerbaijan (SOFAZ), ASAN Service, Ministry of Emergency Situations, Ministry of Agriculture, Ministry of Ecology and Natural Resources, Ministry of Economy, Ministry of Education were among the participants. Aside from the representatives of the mentioned governmental bodies, the personnel of Ministry of Energy, Ministry of Justice, Ministry of Labor and Social Protection of Population, Ministry of Digital Development and Transport, Ministry of Youth and Sport, Ministry of Culture, Baku International Sea Trade Port CJSC, and the State Tax Service joined the branded Program.

The online Program covered diverse topics, including "Multilateral Diplomacy", "International Politics, Law & Organizations", "International Law and Economic Diplomacy".

Through on-campus Program, participants received an intriguing insight into counterterrorism. They also had a chance to gain a professional perspective on how to craft a policy memo. In frame of AFSP, Executive Education organized a roundtable discussion, "Defining Relations between Media and International Affairs" for giving and extra platform to discuss and address the topic.



In Fall 2021 (October 5 – December 7), we customized and offered number of knowledge-based academic courses and training series. ADA University faculty and administrators, foreign experts, and guest speakers from business, government agencies, and international organizations taught the courses and training series. The curriculum was delivered through simulations, case studies, and group work within 25 calendar days. In response to the request made by the Ministry of Foreign Affairs, in addition to the above mentioned topics, Executive Education offered French and Spanish language courses for junior, mid-career and senior diplomats.

Participants specifically learned a broad spectrum of topics collected under the themes: "Media Relations", "Public Speaking Skills", "Advanced Seminar on International Negotiations", "Conflict Studies: The Second Karabakh War", "Non-Verbal Communication", "Contemporary Azerbaijan in International Arena", "Public Diplomacy", "International Humanitarian Law", "Economic and Energy Affairs", and "Diplomatic Protocol".

**"Advanced Foreign Service Program" for Foreign Diplomats
5-19 June, 2021**

In June 2021, Executive Education successfully implemented "Advanced Foreign Service Program" for foreign diplomats financially supported by Azerbaijan International Development Agency (AIDA) under the Ministry of Foreign Affairs. This Program was designed for Afghan diplomats and civil servants with the aim of widening their horizon on international relations, economic affairs, public diplomacy, and leadership development as well as deepening their understanding of the Caspian Basin region, its geopolitics, culture, history, and current regional shift in post-war period. As part of the Program's cultural activities, participants visited Azerbaijan Parliament, Carpet Museum, Heydar Aliyev Center, War Trophies Park and ASAN Service. All participants completed the Program and received their certificates on successful completion.



**"Caspian Basin Studies" Program
17-21 May, 2021**

On May 17-21, 2021, Executive Education hosted a "Caspian Basin Studies" Program for newly arrived diplomats to Baku. Attended by 8 diplomats representing Iraq,

Afghanistan, Tajikistan, Turkmenistan, Saudi Arabia, Pakistan, and Germany, the five-day-long Program was an informative platform to participants for familiarizing themselves with the history, culture, and identity of the Caspian Region, ethnic and territorial conflicts, trade and economic affairs, energy, geopolitics, and regional security.

They had opportunity to ask questions and gain a deeper understanding of Azerbaijan's post-war foreign policy and opportunities for future peace building, public diplomacy, oil revenue management, and the government's national oil strategy.



**"Caspian Basin Studies" Alumni Reunion
1-3 November, 2021**

On November 1-3, Executive Education virtually brought together alumni of the "Caspian Basin Studies" (CBS) Program. The online Alumni Reunion was held for diplomats, civil servants and representatives of think-tanks and partner institutions, who participated in CBS during the years 2011-2021. The Program covered presentations and discussions dedicated to the topics of "Culture, Religion and National Identity", "Political and Economic Transformation", "Energy Security in the Region", and "Geopolitics of the post-conflict Karabakh". Overall, 21 alumni from 18 countries joined the reunion Program and gained a better understanding on current economic, political situation and geopolitics of the post-war region.



**"Caspian Basin Studies" Program for Foreign
Think-Tanks and Academic Institutions
13-20 November, 2021**

Another Caspian Basin Studies Program was held at ADA University on November 13–20, 2021. The Program was presented to representatives of international think tanks and academic institutions from all around the world. This Program brought together 21 academics and researchers from the United States of America, Argentina, Mexico, Venezuela, India, Nepal, Uzbekistan, Georgia, the Czech Republic, Hungary, Kazakhstan, Pakistan, Poland, Romania, Serbia, Turkey, the United Kingdom, Ukraine, and the United Arab Emirates. Through expert-led lectures of the Program tailored to the specific needs of participants, they explored Azerbaijan's future vision and had a solid

understanding about the core concepts of reconstruction and rebuilding processes in liberated Karabakh. The participants traveled to Aghdam city to get a first-hand insight into the ongoing reconstruction and rebuilding operations in Karabakh.



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