

Chapter 13 Outline

Exploring Executive Education
 Recognizing Development Needs
Types of Executive Education Programs
 Executive MBA Programs
 Open Enrollment Programs
 Customized Programs
The CEO Academy
Corporate Universities
 A Hospitality Corporate University
 Corporate Universities as Profit
 Centers
On-Line Options
Executive Education through Professional
Associations
 A Prototype of Lifelong Professional
 Development in Hospitality

Competencies

1. Describe the importance of executive education programs. (pp. 411–412)
2. Identify the various types of executive education programs. (pp. 412–424)
3. Describe how electronic delivery is affecting executive education. (p. 424)
4. Describe the role professional associations play in executive education. (p. 425)