venture, you might wish to focus your efforts on achieving a more coordinated approach. As you contribute to the success of your organization, you can expect continuous conversations, dialogues, and discussions we will continue to engender along the way. We must muster the courage to tailor our strategies, and our programs, to address the specific needs of our learners. Businesses, in turn, must ensure that their training programs are customized to meet the unique needs of their employees. This customization is essential for ensuring that the training is relevant and effective.

In conclusion, the Business and Continuing Education Center (BCEC) is dedicated to providing high-quality training solutions that meet the unique needs of our clients. Whether you are looking to enhance the skills of your employees or improve your own knowledge, our team is here to help. Let us assist you in achieving your goals and reaching your full potential. Contact us today to learn more about our programs and services. Together, we can make a difference in your organization’s success.

The Rebranding Committee

The Business and Continuing Education Center (BCEC) has launched a rebranding initiative to reflect its commitment to providing high-quality training solutions. This initiative aims to refresh our brand identity and ensure that we remain relevant and competitive in the market.

The rebranding process began with an audit of the current brand identity, including a review of our marketing materials, website, and marketing strategies. Based on this audit, we identified areas for improvement and developed a new brand strategy that aligns with our mission and values.

The rebranding process involved creating a new logo, updating our website, and developing new marketing materials. In addition, we created a new tagline and updated our mission statement to reflect our commitment to providing high-quality training solutions.

The rebranding process has been successful, and we have seen a positive response from our clients and stakeholders. We are confident that this new brand identity will help us continue to provide high-quality training solutions and meet the needs of our clients.

Invest in your employees through AMEU’s BCEC. We can help you achieve your training goals and employee development objectives. Our team is here to assist you in achieving your goals. Let us help you make a difference in your organization’s success.

AMERICAN UNIVERSITY OF LIBERIA

Business & Continuing Education Center

Dr. Isaac: “The focus of innovative activities shall have no limits, students will be encouraged not to think outside of the box, instead, they will be taught to know that there is no box in terms of innovation.”

He disclosed that mentors from the LCBCB, AMEU and other business and industry executives will provide independent research based guidance to the student, and activities will ingrain nourishing of the mind and enhancing attitudes with positive behaviors and skills that are necessary for creative thinking.

In remarks, LCBCB Country Manager, Seth Ado-Baah commended the AME University for considering partner- ship with the company. Mr. Ado-Baah said the company is always proud to form part of building the capacity of the country’s youth for development. He expressed the company’s full support in making the university’s dream a reality.

The Official Launching Ceremony of The Institute For Innovation

Libera Coca Cola Bottling Company & AME University Sign Agreement

The partnership agreement, aimed at exposing the students of the African Methodist Episcopal University to innovative ideas has been between the Liberia Coca Cola Bottling Company (LCBCB) and the university administration.

Officials said the three year agreement will enable both LCBCB and AME University to establish an institute of innovation where student would be trained to explore their talents. Speaking Wednesday in Paynesville at the signing ceremony, AME University President Joseph T. Isaac said AMEU has launched a process that reflects and just the result of high ideals. With the understanding that Liberian students have the innate ability as students around the world to create and develop new ideas for new challenges and that problem will add more values to the students’ learning process.

He said the program, known as the Institute for Innovation, was officially launched in June this year, in collaboration with LCBCB. “The concept is simple, the University and Coca Cola Bottling Company will create a thought-provoking program in an inspirational space, where honor students of AMEU can enroll and participate in weekly activities of innovation and creativity,” Dr. Isaac noted. In addition to regular coursework Dr. Isaac said, students would also be provided the opportunity to develop, creative and refine ideas that will enhance their learning process. According to him, enrollment criteria will be jointly developed by the AME University and LCBCB, based on the intended size of the institute, space availability, anticipated projects, students’ grade point average (GPA), among other measures.

EVENTS

Ezzat Eid Business and Continuing Education Center (BCEC), to Begin Career Building, Skills Development and Program Enhance Your Business-related Skills Through A Variety Of Business-oriented Workshops and Seminars...

Mr. James M. Flome-Kallen,
Dean, Business and Continuing Education Center (BCEC)

Our business workshops or seminars are designed for entities who are interested in working in sales, business administration, management, marketing, human resources or office administration. You will choose the program that best suits your interests and professional ambition.

AMEU & Coca Cola Cola Sign Agreement

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The Rebranding Committee

to an increasing extent, a strategic and managerial issue. The reason is the possible impact a positive image or brand is expected to have concerning recruitment of students and academic staff, for attracting resources and to create goodwill.

Branding may also be a promising strategy for improving institutional cooperation. As institutions are exposed to an increased competition, an institutional reputation may be to join other institutions in some cooperative effort. Branding efforts may help higher education institutions to re-discover what they are, and their basic purposes.

The Business and Continuing Education Center (BCEC) has offered one day intensive training in Performance Coaching to 25 persons from the Monrovia city Road. The program was graced by the United States Embassy, the Episcopal University to innovative ideas. The greatest asset that BCEC has is flexibility. In a rapidly changing global economy, in which innovation means the difference between business success and failure, the skills industries require of their employees.

Invest in your employees through AMEU’s BCEC. We can help you achieve your training goals and employee development objectives. Our team is here to assist you in achieving your goals. Let us help you make a difference in your organization’s success.

Alumni President

Fellow colleagues, all of these can only be achieved with the collectiveness of effort, unity and bond amongst us, and the continuous conversations, dialogues, and discussions we will continue to encourage along the way. We must muster the courage to lift our dear AMEU to higher heights through our individual and collective support. As enshrined in our motto, let us remain unwavering to the “Pace of Excellence” in making our dear AMEU first amongst the rest. Thank You!

By Necus M. Andrews

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