

الماجستير المهني المصغر إدارة الأعمال

Mini MBA

متوفر
باللغة
العربية



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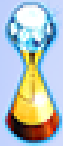
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❖ Introduction:

Believing that each manager must work to balance the demand for available resources and the implementation of work tasks, as well as addressing difficult decisions, adapting and adjusting priorities and using them in the short and long term. create new numbers and results, and enter the business world with a new and clear vision for new managers generation





Training themes:

Marketing Management: Build a Competitive Advantage

Empowerment of the basic tasks of the Marketing Department in order to lead the mission and vision of the organization and to establish and develop long-term relationships with customers by meeting customer needs, setting marketing objectives, identifying opportunities in the market, and thinking about how to locate the organization, products and services to understand the market mentality and the impact of the current market on trends and developments Consumer





Human resource management: People and productivity are your competitive advantage

Developing your awareness of current and future challenges in the field of human resources and exploring the skills and responsibilities of human resources management in selecting, retaining, developing, evaluating and rewarding human resources. A special focus will be on preventing legal problems as well as the latest developments, challenges and developments on an ongoing basis.

Information Technology: Re-engineering business processes

You can understand how to effectively use information technology within the organization to achieve maximum results, practical guidelines for managing information technology, current best practices for IT impact,





planning and budgeting and trends will be covered and will also look at business technology challenges, process reengineering, and work with specialists in the IT fields.

Strategic vision: a view to the future

- Strategic thinking considered as away to creative thinking and the way to future planning which heads and leaders of organizations always using it to obtain the best solution to deal with any changes rapidly so it will give future vision empowering the participant to put long term strategy suitable to the current days .





❖ Business and Leadership Ethics

Leaders facilitate and wish the movement of the organization towards common goals and objectives, and this course focuses on a unique perspective by studying the characteristics of leaders, their functions and responsibilities, and enabling others to work in an excellent way, and the success of leaders to understand how personality has a character and characteristics that can negatively or positively affect their organization

❖ Raise the level of organizational culture during times of change

Managers need appreciation for change and we must know how to see and initiate change, gain, support and cooperation of the employee and the ability of the organization to adapt to any changes Even if you think that your organization is really successful, you will know what can be done to make your organization more flexible





❖ International business exploring the global environment

What is the global business environment? How can we be able to compete? What is missing to understand the increasing interconnectedness of the global economy, this role makes an understanding of the international theater essential for all managers.

❖ Transforming personal disputes into cooperative productivity

Confused by thoughts, preferences, and behaviors? Would you like to develop the ability to understand the reason for differences in opinion and perception that occurred? This course is designed to find answers to these questions and we will give you the basic idea of yourself and other people who struggle with difference and wish to communicate and learn how to understand the psychological impact of your personality and the rest of the characters to make the workplace more effective and productive





❖ How to understand and interpret financial statements

The concepts used in preparing the financial statements and the interpretation of their meaning will be an important part of this session and we will focus on the income statement, the balance sheet and the cash flow statement with special focus on how the different transactions that affect these financial statements and the interrelationships between the data that will be highlighted and know the foundations of financial analysis and comparisons of operations within the framework of service, industrial and commercial organizations.

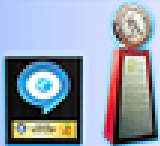




❖ Use accounting information for cost control and management decision making

Accounting management and the use of accounting information to make internal decisions to implement cost and profitability controls. This course is in contrast to management accounting with financial accounting. It will explore the basic cost and measure behaviors and profit relationship and special issues that can have a significant impact on business results. We will study the accounting numbers that depend on making decisions. Effective business and learning the meanings of accounting vocabulary and terms.





❖ Participants:

- This program is designed for leaders, managers, executives, and workers in the government, private and Government sectors who wish to raise their capabilities, increase their production and acquire new skills, without the need for a scientific degree that would cost them years of theoretical study, and they will find in this professional program all the knowledge and skills they want.
- It is a program for owners of small and medium-sized enterprises and a seasoned program for entrepreneurs in their infancy in general.
- Suitable for all aspirants to senior management positions in the institution.
- Those wishing to qualify themselves for senior leadership positions in companies.
- Workers in business administration in companies.
- Those wishing to switch to the field of business administration

