

Mini MBA

Introduction :

Professional Master in Business Administration mini (mini MBA) is a program for the rehabilitation of the participants on modern concepts and applications in business administration. And help them to reach senior leadership positions in companies. The program also helps individuals who want to change careers to the field of "business management" as the program provides scientific material and applications specially designed for this purpose. Also it helps employees in the administrative area in Ste upgrade their skills and experience in business management.

Course targets :

This online program is designed to qualify the participants to modern concepts and applications in business administration. And help them to reach senior leadership positions in companies. The program also helps individuals who want to change careers to the field of "business management" as the program provides scientific material and applications specially designed for this purpose. Also it helps employees in the administrative area in Ste upgrade their skills and experience in business management.

Course Duration: 40 HRS

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Course Outline:

1. wishing to rehabilitate themselves for jobs senior corporate leadership
2. working in business management in companies
3. wishing to switch to the field of Business Administration
4. workers in the public and private sector
5. The course covers six main branches

Detailed outline:

Advanced Management and Leadership

- Leadership and Management.
- Administrative levels
- The functions of the four management.
- Management skills.
- Self-leadership and the leadership of others.
- Theory and practice of leadership
- Control over organizational performance
- Situational leadership.
- Situational leadership.
- Defensive Driving.

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1. Management and strategic planning

- Introduction to Strategic Management
- Strategic thinking.
- Strategic planning and strategic objectives.
- evaluation of an organization's strategy.
- formulation of the organization's strategy.
- the formulation of business strategy.
- implementation of the strategy.
- Strategic control and continuous improvement.

2. Financial administration

- Financial Accounting Fundamentals
- Understand Financial Statements
- Financial Statement Analysis
- the cost of capital
- financial aspects from an administrative perspective.
- Financial Statements.
- financial analysis and management decisions.

3. Project Management Fundamentals

- the project life cycle.

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- the establishment phase.
- the planning stage.
- the implementation phase.
- monitoring and control phase.
- terminate the project stage.

4. Public Relations and Marketing

- Make the most of public relations in improving the image of the institution.
- Identify the competitive advantage of the organization.
- Strategic planning of marketing.
- Analyze marketing opportunities.
 - Reseller and evaluation plans.

5. Human Resource Management

- human resources strategy.
- Human Resources Planning.
- The development of human resources.
- employee relations and communication strategies.
- Develop human resource plans.
- Recruitment and Selection.
 - Performance and wages and evaluation services.

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6. How to make the program:

- interactive lectures
- practical workshops
- administrative Games
- projects and training process

