

Lazarski University

Lazarski University is one of the best private universities in Poland. We provide students a dynamic education that is founded on European and American expertise, which combines theory with practice, and ensures students' success in the global labor market. Our students study in an intellectually tolerant, vigorously challenging and academically supportive environment that motivates them and encourages them to develop self-confidence, and provides them with the knowledge and tools they need for professional success.

Our university has a very strong international profile. We are in partnership with more than 50 educational institutions throughout the world and attract a large number of students each year from abroad. These students value the opportunity we give them to study in an international environment and interact with outstanding lecturers from Poland, Europe and US, and participate in such exchange programs as Erasmus and Da Vinci. Lazarski students are renowned for their excellent academic performance, which contributes to the success and reputation of our university. To maintain our reputation, we recruit only the most motivated and talented students.

Lazarski University

Mini-MBA

in Business Management Essentials



Sharpen your
Competitive edge
for business success



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Business Strategy

(1 session: 4 hours)

Business strategy is a company's overall plan to achieve sustainable competitive advantage in the marketplace, answering fundamental business questions such as "what is our business," "who is our customer" and "what value do we bring to our customers." This module focuses on critical business issues such as strategy versus tactics, the different levels and roles of strategy in a company, the basic business strategies and sources of competitive advantage, the linkage between strategy, structure and environment, and strategic development and execution.

Negotiations

(1 session: 4 hours)

This module can be subtitled "How to Get What You Want and Move the Relationship Forward." Using discussions, exercises and humor, each participant will have the opportunity to evaluate and improve their communication skills.

Although everyone has been negotiating to obtain satisfaction of their wants since they were infants, they usually have not considered why they have or have not been successful. During this module, each participant will individually evaluate his or her goals, strategies, and tactics.

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Principles of Financial Management

(2 sessions: 4 hours each)

How do firms determine a project's financial viability? This module introduces students to financial decision-making and provides the tools to analyze investment opportunities. Topics include time value of money, net present value, internal rate of return, risk-return analysis, and the capital asset pricing model.

Managing Strategic Transformations

(1 session: 4 hours)

The only constant is change, and organizations must adapt to change or fail. This module focuses on why some good companies lost their leadership positions, why some promising companies miss opportunities they identified, and why some newcomers become surprising stars in the marketplace. This module addresses the multiple levels of change and applies learning to a specific case of long-term organizational transformation.

Marketing

(2 sessions: 4 hours each)

Although marketing has always played a key strategic and tactical role, it has recently gone through a radical transformation in response to the changing technological and global environment. This module will explain the traditional marketing concepts of marketing mix, brand management and competitive analysis, as well as the latest marketing trends, including loyalty management, customer relationship management, and managing the "Customer Experience."

Financial Statement Analysis

(1 session: 4 hours)

Executives must not only understand how to read and analyze financial statements, but also how to turn financial information into profitable and ethical business decisions. This module covers the balance sheet and income and cash flow statements.

Strategic Human Resources

(2 sessions: 4 hours each)

Recently, authors and practitioners have urged human resource departments to abandon the personnel mentality and embrace human resources as a strategic function to help organizations develop and sustain a strategic focus. In this module, students consider performance management: defining expectations, coaching and delegation, performance appraisal, progress review, and employee development.

Leadership

(1 session: 4 hours)

As organizations constantly transform to maintain competitiveness in a dynamic and uncertain business environment, effective leadership often makes the distinguishing difference between success and failure. This module explores the human dimension of work and considers both the theory and practice of leading and managing people in contemporary, successful organizations.

