

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 Management Development



Prepares managers for
their next
career move!



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Management Skills

(1 session: 4 hours)

To equip participants with effective managing tools to motivate and facilitate their teams. Prime areas of focus include Goal Setting, Delegation Skills, Team Building, Leadership, Time Management, Communication, Stress Management and Motivation.

Research has proved that the single most important factor that determines an employee's performance is dependent on the way he or she is managed by his/her immediate manager or supervisor. Getting the best out of people is an art as well as a science.

Marketing Skills

(2 sessions: 4 hours each)

Marketing has taken an increasingly prominent role in modern business and as markets become increasingly competitive this trend is going to continue.

This program will cover the basics of Marketing from definition to responsibility.

The course will also cover the importance of adopting a companywide approach to marketing where everyone accepts the core principles of customer orientation. Amongst the other elements that will be covered are reviewing and understanding the marketing mix of product, price, place and promotion as well as understanding the marketing function.

Lazarski University

Mini-MBA in Management Development

Managing Change

(1 session: 4 hours)

To equip your managers and supervisors with the must-have skills and knowledge to effectively manage continuous change.

Participants will learn how to:

- Appreciate the personal and organizational impact of change
- Prepare and manage themselves for the emotional aspects of corporate change
- Identify the most effective methods of planning for managing change
- Develop 3 must-have emotional intelligence competencies for managing change effectively
- Effectively communicate change to colleagues and minimize uncertainty
- Support colleagues through the emotional turmoil change can bring
- Help reduce stress and maintain motivation within teams during change
- Manage teams effectively through complex change programs.

Business planning & Project Management

(1 session: 4 hours)

Participants will learn how to:

- Define and explain project management and project leadership.
- Understand and apply the sequential steps of the project management framework.
- Understand the importance and function of project management and apply the project process of initiating, planning, executing, controlling and closing the project.
- Define the roles of the project manager, the project team member and effectively communicate with the project team, clients and customer (sponsor)
- Apply knowledge and skills to manage the project scope, project time and work flow, project cost and budgets, project resources, project quality, project human resource requirements, project communication (reports, meetings, correspondence, etc.) project changes and project risk management.

Financial Analysis

(2 sessions: 4 hours each)

Course outline:

- Basic Concepts
- Business Analysis using Financial Statements
 - Accounting Analysis
 - Financial Analysis

Business Relevance

- Credit Analysis
- Security Analysis
- Forecasting

Managing Business

- Strategy Analysis
- Mergers and Acquisitions
- Corporate Governance

Strategic planning

(2 sessions: 4 hours each)

By strengthening your business planning skills, you will enable your department and organization to:

- Think strategically
- Build competitive edge for your business
- Think both long term and short term
- Have a clear structure for the strategic thinking process
- Make better business decisions by using a range of analysis tools
- Review objectives and plans in the context of a changing business environment
- Turn strategies into practical proposals for change
- Produce and present a change plan
- Successfully plan for new ventures and strategies.

