

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 Strategic Management



What every professional
and manager needs
to know about
strategic management



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Strategic Management Challenges and Development

(1 session: 4 hours)

The managers will learn to set competitive goals and make appropriate strategies to achieve successful business objectives.

They will learn competitive business strategies to succeed in the business world. The main topics in this module are; developing competitive strategies, building competitive advantages, conducting industry analysis, managing boundaries of the firm, strategy execution, competing in the global markets, strategic planning and decision making and managing the multi-business corporations.

Leadership Management for Success

(1 session: 4 hours)

To become a successful leader, one must have the right leadership know how.

This module intends to provide managers the advanced leadership skills. The leaders must be dynamic, with a good relationship with superiors and subordinates to achieve best results from multi business scenarios.

The managers will learn skills and strategies to build; technical competence, effective relationships with superiors, effective relationships with peers and to set and achieve business goals.

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Strategic Marketing Management and Decision Making

(2 sessions: 4 hours each)

The main objective of this module is that managers understand their customers. By understanding their customers better than their competitors, this course will provide managers a competitive edge.

They will not only be able to make better decisions but also to win the customers and their markets. Ultimately, the companies will gain greater business results.

The main topics covered in this module would be; managing the markets, the right product and service developments, market segmenting management, market position management, to apply the best marketing strategies to win the markets in the long run.

International Management Operations: Strategic Perspective

(1 session: 4 hours)

The impact of global changes plays a vital role in the decision making process of many corporations. The leaders of the firms must be equipped with the international environmental factors affecting their corporations to make appropriate decisions. In this context, the managers will learn approaches to use strategy as its unifying theme to explore the global business.

By examining and investigating comparative management issues thoroughly, this course reveals the strengths and weaknesses of competitors and how to adapt organizational practices. This course also covers the key topics of formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation and cross-cultural communication, international human resource management, and business ethics.

Accounting and Financial Management

(2 sessions: 4 hours each)

The managers must be experts in the management control systems. In order to have excellent controls to make financial and overall business decision, they must have full understanding of the accounting and financial management systems.

The managers will learn; the understanding of financial and accounting systems, investment decisions, financial business decisions, challenges in financial and accounting decisions, consolidation management, cost management, making the successful budgets and multinational accounting perspectives.

