

## 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 Planning



The fast track  
route to a better  
business



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## Focus on the Fundamentals

(1 session: 4 hours)

What are your greatest business challenges? Are there areas that you have put off dealing with because you're not sure what to do? What sort of practical help do you need to sort them out? You tell us what you need from the program - we'll make sure our experts share their experience and insights with you throughout the program.

## Build your Leadership

(1 session: 4 hours)

What is Leadership? ... Can you establish the direction of the organization? How to create vision? ... Do you know how to develop strategy for getting there? How to inspire followers to experience the change process? What is the key of guiding the business towards common goals that allow the organization to increase its value?

A great leader needs to know how to leverage the strengths s/he already has.

# Lazarski University

## Mini-MBA

### in Business Planning

## Build your Management Skills

(2 sessions: 4 hours each)

What is Management? Do you understand the importance of measuring business performance? Are you able to identify key success factors for your business? Can you identify and use appropriate performance indicators for your business? Do you know how to get 'buy in' to change? How to develop an action plan to improve performance measurement in your business

## Build your Marketing Strategy

(2 sessions: 4 hours each)

Do you really understand the market you're in and how to get the most out of it? What will make your business the one your customers will choose - again and again? Do you know what it takes to inspire exceptional loyalty from your customers? We'll take the mystique out of marketing and show you how to work out the easy wins for your business.

## Manage your Human Resource

(1 session: 4 hours)

Do you know how to get the best from your people? Do you know how to make sure they all know what's expected of them and are motivated to play their part in your business success? Do you know what you can do to help them achieve the results you want for your business? How do you get them to deal with their own problems and leave you to do the things you need to do? What are the keys to avoid falling foul of employment law? So you think you know how to manage your people - we'll show you how to do it smarter.

## Manage your Financial Results

(1 session: 4 hours)

Do you really understand what your accounts are telling you? Can you calculate break-even for all the different areas of your business? What are your options for raising investment in your business? Can you spot when things are going wrong before it's too late? How do you get all the money in and cherish cash flow?

We show you smart financial management for business managers and leave accounting for the accountants.

## Develop your Strategy

(2 sessions: 4 hours each)

Can you describe what you want for your business in one simple sentence? What are your aims and objectives? How do you involve your team in strategic planning? How do you put together an operating plan that really works?

We've been helping business owners like you devise winning strategies for years, our experts will show you how to put yours together and make it a winner.

