





Management Development Institute (MDI)	IPM - Institute Of Professional Managers.
www.mdi.missouristate.edu	www.ipmedu.org
 	 

MINI MBA

Business Essentials

AN ADVANCED PROFESSIONAL CURRICULUM FEATURING A COMPREHENSIVE BUSINESS SIMULATION
A unique practical and interactive advanced business simulation running throughout the program.



100 Hours practical and interactive Professional Development Program

“PERFECT TOOLS FOR PERFECT BUSINESS PRACTICES ”

Lift your organisation above the competition by developing successful strategies using effective strategic analysis and creative business thinking

MINI MBA LEVELS

Middle managers (M)

Managers who contribute to the formulation of corporate strategy and are responsible for its implementation within their departments/units (typically with 4 to 7 years of experience in this role or equivalent).

Who is it for?

All managers who would like to gain an effective, broad-based overview of the topics covered in MBA workshops but who cannot afford to spend too much time away from the office, including:

- New managers and functional experts with no Formal business education.
- Middle managers wanting to refresh their Business management knowledge.

What Business Issues are Addressed?

Speak “the language of business” and understand the broader financial and strategic issues and Challenges of your company. Build bridges between different functions and become more effective in Your role.

MINI MBA OVERVIEW

Speaking the “the language of business” and understanding the broader financial and strategic context enables participants to build bridges between different functions and makes them more Effective in their roles.

The **100 Hours** Mini MBA has recently been updated with the newest thinking from **Missouri State University** curricula,

What will I be able to do after Participating?

By attending this workshop you will:

- Understand how successful businesses are run from an all-round perspective: financial, strategic and marketing.
- Develop insights into how managers can effectively lead people and align teams to execute the strategy of their company.
- Enrich your job and your career by gaining tools and frameworks to think more strategically, thereby improving your decision-making both in your current and future job roles.

Program Overview:

The **MSU/MDI Mini-MBA™**: Business Essentials program offers an overview of the key concepts, tools, and techniques that are required to succeed in today's challenging business environment. The program features focused learning experiences and case studies centered on vital subject areas. The Mini-MBA™ provides insights into business strategy and an understanding of how different organizational functions and management practices work together to provide a framework for achieving competitive advantage. By examining and discussing the case studies, participants will learn how organizational units interact to support corporate strategy and the different ways business can adapt to constant change. Group learning and networking opportunities enhance sharing of different points of view and ways of thinking.

Skills You'll Acquire:

The **MSU/MDI Mini-MBA™** Business Essentials program helps you become more effective by providing a solid foundation in current business theory and practice. After completing this program, participants will have a solid framework for making better business decisions about issues affecting their companies – and their careers.

MDI Certificate Format:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 100 training hours are granted by the Management Development Institute through the College of Business Administration at Missouri State University. Recognized by the US Department. and foreign Egyptian , Arab foreign.

Participant Profile:

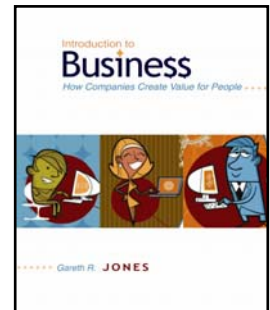
Managers, functional experts, and professionals considering an MBA, as well as high potential professionals and Entrepreneurs who are seeking to develop their knowledge and understanding of business. A Baccalaureate degree is required. Instruction is at the graduate level. No previous subject area expertise is required or assumed.

Participant work book:

Introduction to Business with DVD + Premium Content Access Card, 1st Edition

Gareth R Jones, TEXAS A & M UNIVERSITY

Best-selling Management author, Gareth Jones, offers a fresh approach in Introduction to Business 1/e by engaging students with illustrative examples and stories embedded within the text to encourage them to learn more about the concepts than any other paperback available. Jones' Introduction to Business is comprehensive yet concise by providing the main points in a narrative style without overwhelming the students with excessive detail. The wealth of examples and the depth of coverage is unmatched by any other text. In contrast to the traditional survey approach in this market, Jones provides a foundation to business by organizing the material to show students how business happens not by separating topics by discipline.



Why Choose Management Development institute MDI?

MDI provides quality professional education to individuals and corporate clients, in order to enhance careers and foster workforce development. MDI acts as a strategic partner with organizations to build workforce and leadership capabilities.

The Management Development Institute, an outreach department for the College of Business Administration, Missouri State University, provides quality professional education to individuals and corporate clients.

Why Choose MDI for Training?

- Excellent, Experienced Presenters with diverse backgrounds.
- Well-developed curriculum to meet today's workforce needs.
- Quality materials that serve as a reference after the seminar.
- Affordable, appropriate price and group discounts for three or more.
- MDI's established reputation for excellence.
- Backed by the College of Business Administration at Missouri State University.
- MDI is a resource that is available to assist you even after you leave the seminar.

MINI MBA Table of Contents:

Part 1 the Environment of Business:

Chapter 1: What Is Business?

Chapter 2: The Evolution of Business.

Chapter 3: Entrepreneurs, Managers, and Employees.

Chapter 4: Multinationals and the Global Environment of Business.

Chapter 5: Business Ethics and the Legal Environment of Business.

Part 2 the Human Side of Business

Chapter 6: Leadership, Influence, and Communication in Business.

Chapter 7: Motivating and Managing People and Groups in Business Organizations.

Chapter 8: The Structure and Culture of a Business Organization.

Part 3 A Functional Approach to Business

Chapter 9: Information Technology and E-Commerce: Managing Information, Knowledge, and Business Relationships.

Chapter 10: Marketing and Product Development: Creating and Positioning Goods and Services.

Chapter 11: Sales, Distribution, and Customer Relationship Management: Reaching and Satisfying Customers.

Chapter 12: Operations and Materials Management: Managing the Production and Flow of Goods and Services.

Chapter 13: Human Resource Management: Acquiring and Building Employees' Skills and Capabilities.

Chapter 14: Accounting: Measuring How Efficiently and Effectively Resources Are Creating Value and Profit.

Chapter 15: Finance: Balancing Risk and Return.

MINI MBA New Features:

MSU/MDI provides students with an integrated "big picture" of business, not a survey approach that skims the surface. While other texts in the paperback only survey the areas of business marketing, management, accounting and finance, **MSU/MDI** show students how these areas connect to each other and how they relate to the world in which we live.

MSU/MDI engages students through examples and stories which are integrated within the training, making them more accessible than if they were relegated to side boxes. In addition, when Jones introduces new concepts, he relates them back to the student's own experiences or to examples covered in previous chapters to make material more cohesive and student friendly.

In every chapter, hands-on exercises and thought-provoking questions offer students the opportunity to actively think and engage in business issues and decision making.

Business in action boxes are included in the chapters and give real-world examples, but don't disrupt the text will too much unnecessary detail.

A Question of Business feature opens up each chapter- it's an in-depth story bringing to light the substance of the business issue involved in the chapter.

Why is This Important? Feature is included at the beginning of each chapter and speaks directly to students so they know how the information in the chapter will affect them in their future careers.

Did You Know? Boxes appear throughout each chapter- these short boxes highlight interesting statistics, quotes, and even trivia relating to business.

In response to reviewer requests, each chapter will have an entrepreneurship/small business-related video and a corresponding Video Small Business In Action box. Each box will summarize and offer discussions questions related to the video. (Videos will be on the Student DVD.) Chapter case videos will also be available that focus on larger, well-known companies.

Offer This Program At Your Location!

Bring the expertise of **MSU/MDI** recognized faculty directly to your workforce.

Benefits include:

- Sessions tailored to your business.
- Delivered at times convenient for your staff.
- Group learning and networking.
- Ideal forum for participation in program delivery.
- Co-branded certificates.

Organizations that have taken advantage of this on-site development opportunity in:

Egypt - Saudi Arabia - United Arab Emirates - Qatar - Bahrain - Jordan - Lebanon - Syria - Jordan - Libya - Sudan - Kuwait - Iraq - Palestine - Malaysia - Singapore - United States - United Kingdom - Canada - Austria against - Ireland - Germany - France - Italy – Thailand.

5 WAYS TO Register

Web Site www.ipmedu.org -www.ipmedu.us
E-mail info@ipmedu.org –training@ipmedu.org
Fax +2 02 37714456
Tele +2 02 37714458
Post 165 Ahrām st, Giza –Egypt, 12111