

RITI Mini MBA Program

Building through Learning...



Program Overview

RITI's Mini-MBA is a comprehensive business leadership and management development program that provides leading-edge business skills, coaching and leadership training to help propel your career forward.

At the end of this program, you will have been exposed to key management concepts that drive organizational growth. From finance to marketing to human resource management, and business leadership, you will gain solid and cohesive insights and understanding of each function and how it contributes to organizational success

While a Mini-MBA cannot replace the depth of an MBA, it offers a concise and dynamic approach which rapidly prepares you to handle new scenarios as a smart middle manager while strengthening your productivity, confidence and decision-making abilities.

Content

The program offers an overview of key concepts, tools, and techniques that are required to succeed in today's challenging business environment. It aims to enhance the managerial skills of the participants. The modules are selected to give participants a greater and intensive exposure to the main domains of management functions and analytical techniques.

The main outlines for the 8 modules of the programs are as follows;

• Organizational Behavior (16 hours)

- ◆ What is Organizational Behavior?
- ◆ Decision Making and Ethics
- ◆ Communication in Teams and Organizations
- ◆ Power, Persuasion and Influence
- ◆ Leadership and Organizational Culture
- ◆ Organizational Design

• Business Strategy for Leaders (20 hours)

- ◆ What are the Strategy and the Strategic Management Processes
- ◆ Scanning the External and Internal Environment
- ◆ Strategy Formulation
- ◆ Strategy Implementation
- ◆ Evaluation and Control
- ◆ Strategic Issues in Entrepreneurial Ventures and SME Business.

• Mastering the Sales Process (20 hours)

- ◆ Sales Strategy and the Sales Function.
- ◆ Developing Forecasts, Quotas and Budgets
- ◆ Evaluating the Effectiveness of the Organization.
- ◆ The Role of Knowledge in the Selling Process.
- ◆ Prospecting
- ◆ The Salesman Attitudes, Philosophies and Work Habits
- ◆ Sales Management and Administration

• Strategic Human Resources Management (16 hours)

- ◆ The HR Functions and their roles in the organization
- ◆ Models for Strategic HR Management
- ◆ Planned vs. Emergent Approaches to HR Strategy Design
- ◆ Positioning an organization's HR Strategy
- ◆ Impact of other functional area strategies on HR Strategy
- ◆ Incorporating Ethical Principles and Values in HR Strategy

• Change Management (20 hours)

- ◆ Understanding the Dynamics of Change
- ◆ Applying Change Management Models
- ◆ Why Most Change Fails
- ◆ Apply Change Impact Analysis Tools
- ◆ Managing Change Resistance
- ◆ Planning Effective Change Communication

• Marketing: A key Success Factor (20 hours)

- ◆ Introduction to Marketing and the Evolution of the Definitions
- ◆ Creating Customer Value and Satisfaction
- ◆ The Marketing Planning Process
- ◆ Market Research and Marketing Research Planning
- ◆ Segmentation, Targeting and Positioning
- ◆ Developing the Marketing Mix: 4Ps
- ◆ Understanding Social Responsibility and Marketing Ethics
- ◆ SWOT Analysis and Marketing Audit
- ◆ Implementing Marketing Strategy and Control.

• Understanding Business Through Managerial Finance (20 hours)

- ◆ Finance Fundamentals, Financial Statements and Ratio Analysis.
- ◆ Financial Recurrent Planning and Cost – Volume – Profit (CVP) Analysis.
- ◆ Long-Term (LT) Investment Decisions (Capital Budgeting) Analysis.
- ◆ LT Investment Analysis under Certainty, Constraints and Risk
- ◆ LT Financing and Capital Structure Decisions
- ◆ Dividend and Surplus Distribution Decisions
- ◆ Working Capital Management

• Research Methodology (20 hours)

- ◆ Introduction to Research and the Research Process
- ◆ Research Ethics and Integrity
- ◆ Critical Appraisal
- ◆ Introduction to Research Methods (Quantitative and Qualitative)
- ◆ Data Analysis and Interpretation
- ◆ Critical Appraisal of different Research Methods

Key Benefits

At the end of this program the participant will have gained a greater knowledge of the following:

- Understand international business trade theories, strategies, tactics and common international issues.
- Organizational structure and design, strategies, team building and leadership, as well as the effect organizational communication.
- Participants will gain a knowledge of Strategic Management Process, Strategy Formulation, Strategy Implementation and Evaluation and Control
- Have the needed knowledge of all the business tracks including HR, Marketing, Sales and Finance.
- Understanding of Quantitative and Qualitative research methods, Data Analysis and Interpretation

Instructors' Profile

The Mini-MBA is conducted by instructors who have a solid academic background and years of professional and in-field experience with proven track records. Each instructor is equipped with the knowledge and know-how in each of the covered areas which allows them to share and demonstrate methods, theories and practical knowledge with skill and a high level of understanding. The instructors recognize and understand the needs of participants which allow them to transfer knowledge and information to students in a way that will give them a confidence in the skills, techniques, methods and knowledge they have gained

Participants' Profile

This program is designed for middle level managers who exercise leadership and whose responsibilities require a concrete foundation of different management tools. The program is excellent for newly appointed managers who seek greater opportunities in the managerial career.

At least 2 years of experience and good proficiency of English language are main prerequisites to join the program

Practical Information

Location: Regional IT Institute Premises.

Duration: 156 hours

Schedule: Twice a week from 18:00 to 21:00 or once a week on Saturdays from 10:00 to 16:00

Registration Requirements: Registration, copy of graduation certificate, copy of ID and 2 photos

For Information and Registration

Regional IT Institute

Professional Training Programs Office

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