

## Advanced Diploma

### Subject: General Business

Participants in this program shall be exposed to the Business Environment at large. The Diploma program consists of five modules and a total of 210 lecture hours. The first and second modules cover accounting concepts and principles in addition to financial planning and analysis. Then, the third and fourth modules revolve around management and marketing foundations and programs. The fifth module provides participants with in-depth understanding in project management that allows them to sit for PMP certification. The study program and methodology is based on case study analyses and personal coaching reflecting real business practices.

You can consider the above as a program description and the audience are business practitioners (veteran with more than 2 years of experience) and who do not possess any academic or university education in Business.

<b>Time-Frame:</b>	210 Hours/ 2 Days per week
<b>Presentation Tools:</b>	Books & PowerPoint
<b>Participants:</b>	10 to 20
<b>Date:</b>	Starting from 6 February 2017, 05:00 p.m. till 07:00 p.m.
<b>Place:</b>	Ashrafieh Campus
<b>Cost:</b>	\$3,200 + Registration
<b>Deadline for Registration:</b>	January 30 <sup>th</sup> , 2017

#### ➤ Accounting (40 hours)

- Introduction to financial statements: Balance sheet and Income statement
- The Accounting Cycle
- Journal Entries
- Posting to Ledger Accounts
- Preparation of Trial Balance
- Preparation of Adjusting Entries
- Preparation of Adjusted Trial Balance
- Preparation of Financial Statements
- Preparation of Closing Entries
- Preparation of After-Closing Trial Balance
- Accounting for Merchandising Activities

➤ **Finance (40 hours)**

- Introduction to Financial Management
- Economics and Finance
- Financial Statement Analysis: Ratio Analysis
- Risk and Return: Concepts and Measurements
- Time Value of Money
- Introduction to Bonds and Stocks: Concepts and Valuation

➤ **Management (35 hours)**

- Introduction to Management
- The Managerial Functions
- Situational Analysis: SWOT Analysis
- Planning: Vision, Mission Statement, Goals and Objectives
- Leading: Motivation and Leadership
- Organizing: Job Planning and Organizational Structure
- Controlling
- Management Information Systems: Database Management, DSS, ERP and MRP

➤ **Marketing (35 hours)**

- Introduction to Marketing
- Market Planning and the Marketing Environment
- Customer Buying Behavior
- Market Analysis: Segmentation, Targeting and Positioning
- Marketing Research and Intelligence
- The Marketing Mix: Product, Price, Place and Promotion
- E-Marketing Concepts and Tools

➤ **Project Management (45 hours)**

Students are introduced to the contemporary and professional significance given to project management in today's enterprises. Topics covered include project planning, scheduling and control in the spirit to deliver good, fast and cheap projects. Tools used include Work Breakdown Structure (WBS), networking, human resource leveling, and cost analysis techniques. Case studies will be reviewed.

➤ **Project Management Tools/LAB (15 hours)**

This course provides students that are taking or have taken the MGT 410 course with the opportunity to apply their is knowledge within the context of a modern-day Projects and related software tools, such as Microsoft Project, and other commercial and open source PM software. Students are exposed and get a hands-on training on the basics of PM Software, such as the ability to create Gantt Charts, develop resources and budgets, and the ability to run managerial reports.

**Participants may take courses individually and receive a certificate of attendance. However to receive a diploma in Retail, participants must complete all of the above courses.**