

BUSINESS ADMINISTRATION DIPLOMA



LET YOUR BRILLIANCE SHINE

Diploma Overview

In today's business reality, outshining in the work needs more than excelling in one business area. The need to get acquainted to other business areas and look from wider business scope is indisputable competency for executives to get promoted and excel in their careers. This allows the executives to be effective as business leaders and take their decisions more efficiently considering other different business functions.

Business Administration Diploma is a high-standard program that is relevant and responsive to business trends. The program designed for current and future managers, business leaders and entrepreneurs looking to shift their career to the next level. The diploma will expose the participant to a solid foundation courses that includes business tools, knowledge framework and useful models for holistic business view.

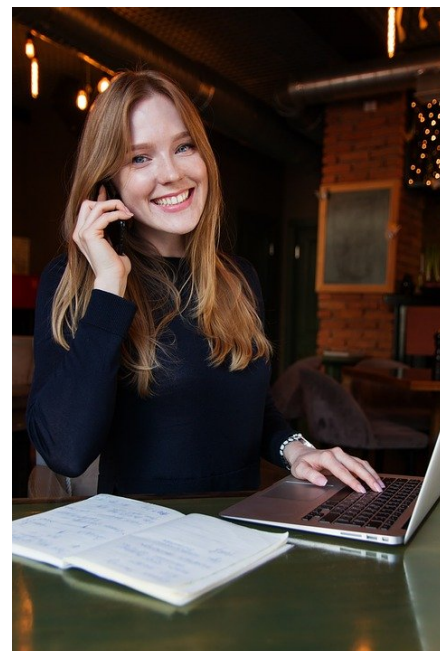
Throughout the diploma, participants will expand their learning capacities and business experiences. They will acquire necessary skills and knowledge needed to succeed in their professional career. Participants will gain solid foundation of various business functions that covers Management, Marketing, Accounting and Finance, and Human Resources Management; also, they will gain the required skills for effective management.

Diploma Objectives

- Equip participants with integrated solid foundation of business knowledge
- Understand business knowledge that connects strategy to their operations and markets
- Learn accounting and Finance foundation that are needed in different business sectors
- Learn HRM framework and HR main functions required for every manager
- Learn marketing activities and function in the organization
- Learn management concepts, principles and practical business skills

Diploma Structure and Content

No.	Modules	Duration
One	Marketing Management	24 hours
Two	Managerial Accounting	24 hours
Three	Corporate Finance	24 hours
Four	Human Resources Management	24 hours
Five	Effective Management	16 hours
Total		112 hours



DIPLOMA OUTLINE

Module I: Marketing Management (24 hours)

- The production, product and Selling Concept
- The core marketing concept and definition
- Marketing and strategy definitions
- The components of the marketing mix
- Applying marketing mix – concept and definition
- Difference between needs, wants, and demands
- Analyzing the market environment
- Micro/macro environment–Understanding marketplace
- Responding to market environment
- Target markets, positioning, and segmentation
- Segmentation, targeting and positioning
- Bases for and kinds of segmenting
- Selecting customer to serve
- Offerings and brands, Value and satisfaction
- Understanding customers and Marketing channels
- Creating value and value proposition for customers
- Product development and product life cycle
- Different pricing strategies

Module II: Managerial Accounting (24 hours)

- Introduction to financial accounting
- Accounting cycle
- Transaction analysis
- Completion of the accounting cycle
- Identify fixed, variable, and mixed cost behavior
- Financial statement analysis
- Major financial statements and accounting premises
- Income Statement (P&L Statement)
- Cash flows statement
- Balance Sheet
- Owners' equity

Module III: Corporate Finance (24 hours)

- Nature and scope of finance discipline
- Types of Financial Markets
- Financial Planning; pro-forma financial Statements
- Debt and Equity Instruments
- Financial Intermediaries
- Financial Statements and ratio analysis
- Nature of investment
- Nature of the LT financing decision

Module IV: Human Resource Management (24 hours)

- Evolve of HRM and its progress through history
- The different HRM functions
- Job Analysis; Job Description and specifications
- Different methods of collecting job analysis
- Understanding competency framework
- Core competencies and others types of competencies
- Corporate culture and values
- Techniques of employment planning and forecasting
- Different types of tests and assessments
- Techniques of selection interviews
- Define employee training and development
- Recognize Training Generic Model
- Identify training needs analysis (Performance gap)
- Identify training versus non-training solutions
- Performance management versus appraisal
- Different rater's common pitfalls
- Methods in compensation planning
- Factors in determining pay rates
- Discuss current trends in compensation
- Flexible benefit employee programs
- Work Contract, working hours and leaves

Module V: Effective Management Skills (16 hours)

- Management functions and tasks
- Management evolves and knowledge background
- Integration between Management and leadership
- Adopt different Leadership styles
- Balance between tasks and people
- Different motivational theories
- Concept of Performance
- Management by objectives
- Effective Communication
- Rewarding and coaching

Participants' Profile

- Employees who are looking for obtaining a solid foundation in various business functions
- Employees who are promoted to managerial level
- Potential future leaders for organization who have the willing to lead organization to success
- Technical specialist who want to gain strong

Instructor's Profile

Program is led by a group of instructors who are known for their significant teaching experience, which is centered on business and management, in addition to their consulting background that promotes real case studies and discussions

Contacts

Heliopolis: 1 Mohamed Bayoumi St., Off El Thawra St., Behind Almaza Central, Ard El Golf, Cairo, Egypt

Mob: 0100 2344234 – 0 100 5050700 **Tel:** (02)26901190

URL: www.brilliance-edu.org - info@brilliance-edu.org **Facebook** - **LinkedIn** - **Twitter:** Brilliance Business School