

# Mini MBA in Practice<sup>®</sup>



Change Zone  
Inspiring the Attitude of Change

## Table of Contents

1. .1	Mini MBA in Practice® in a Nutshell .....	3
2. .2	The Unique Experience .....	3
3. 3.	Modules .....	6
4. 4.	Outcomes .....	<b>Error! Bookmark not defined.</b>
5. 5.	International Accreditation of mini MBA in Practice® .....	9
6. 6.	Consultants' Briefs .....	12
7. 7.	Course Time and Duration.....	13
8. 8.	Financial Offer.....	13
9. .9	Contact Information.....	14

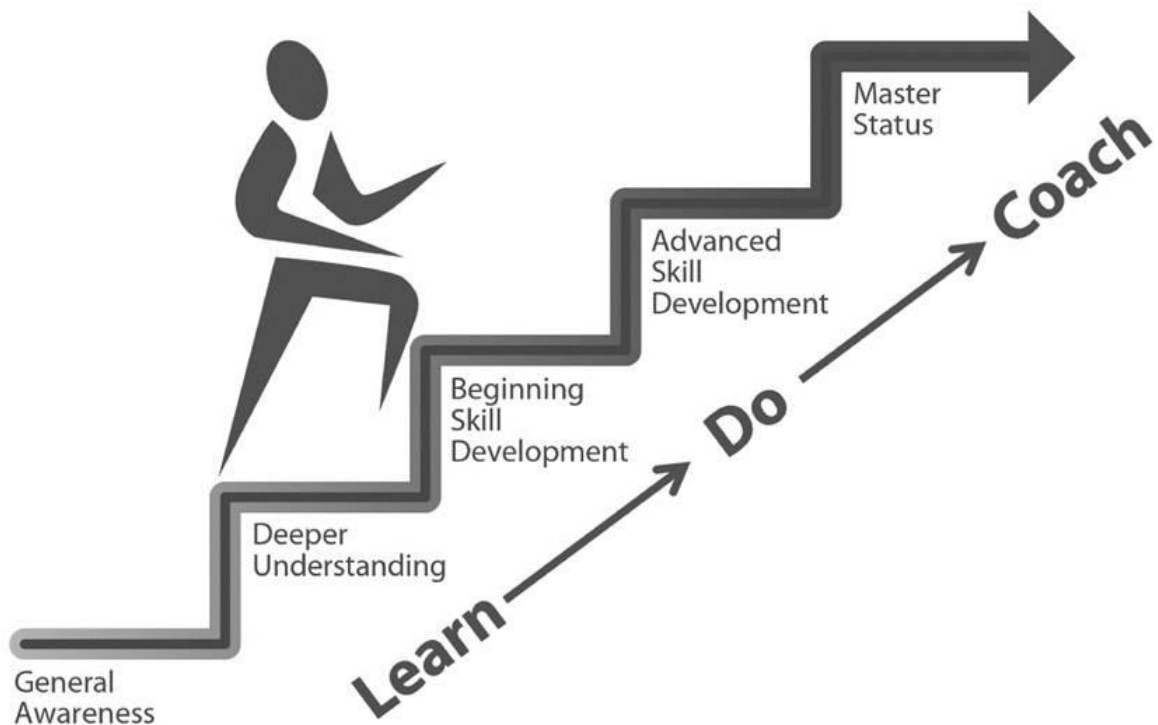
## 1. Mini MBA in Practice® in a Nutshell

The mini-MBA in Practice® is the practical business training, accredited internationally, and delivered by consultants, who train and supervise you to work on your own business project until it is delivered successfully.

## 2. The Unique Experience

### In Practice® & Coaching

- Work on your Professional Business Project
- One-on-one Coaching by Consultants
- Case Studies: Local and International



## مشروعك

المشروع يهدف إلى تطبيق طروحات البرنامج على حالة من الواقع العملي، بحيث تتمكن مستقبلاً من بناء الكفاية الذاتية و التطبيق على حالات أخرى لتحسين النتائج و تحقيق غاياتك، و للضمن لك أقصى فائدة ممكنة من تلك التجربة، فإنك المشروع يدار معك حسب إجراءات منظمتنا



## Coaching (Group and One-on-One):



Coaching is a goal-directed, results-oriented, systematic process in which one person facilitates sustained changes in another individual or group, through fostering the self-learning and growth of the coachee (the client of coaching).

Through one-on-one systematic process, an expert coach will guide participants – through customizing the process, methods and content to your specific needs – towards achieving your goals and improving problematic situations in workplace

The coaching process is organized through systematic standards and work procedures through our program management and quality management system.

## Business Tools & Software

- Professional Business Template Package
- Process Modeling Software
- Financial Templates

## Materials & Methods

- Comprehensive Detailed Study Notes
- Real Business Cases Examples
- International Business Articles

## 3. Modules

### 1. Strategic Management

- The Business Model
- The Value Proposition
- Strategic Positioning
- Strategic Planning
- Business Environment Analysis
- SWOT Analysis
- Strategic Objectives
- Balanced Scorecard
- Strategy Execution
- Strategic and Tactical Learning
- Strategy-Focused Organization
- Case Studies
- Project Work

### 2. Financial Intelligence

- Basic Financial Concepts
- Chart of Accounts
- Income Statement
- Balance Sheet
- Financial Ratios and Analysis
- Calculate the Break-Even Point
- Cost-Volume-Profit (CVP) Planning
- Sales Planning using CVP
- Case Studies
- Project Work

### 3. Marketing Management

- The functions of marketing
- Segmentation and Targeting
- Brand Positioning
- Marketing Communication Plan
- Pricing Strategies
- Case Studies
- Project Work

### 4. Sales Management

- Sales Management Processes
- Sales Planning
- Sales Execution
- Sales Dashboard
- Basics of Selling
- Case Studies
- Project Work

### 5. Innovation & Growth Management

- Drivers of Innovation
- Innovation Management Process
- Growth Strategies
- Measuring Innovation
- Innovation Methods
- Case Studies
- Group Work

### 6. Business Process Management

- What is a Process?
- Function versus Process View
- Value Chain Analysis
- Aligning Process with Strategy
- Process Modeling
- Process Analysis
- Process Measurement
- Case Studies
- Project Work

<p><b>7. Lean Six Sigma</b></p> <ul style="list-style-type: none"> <li>• DMAIC</li> <li>• Value Stream Mapping</li> <li>• Waste Identification &amp; Measurement</li> <li>• Root Cause Analysis</li> <li>• Improvement Roadmaps</li> <li>• Process Improvements Methods</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>	<p><b>8. Quality Management</b></p> <ul style="list-style-type: none"> <li>• Quality Management Functions</li> <li>• Quality Control</li> <li>• Quality Assurance</li> <li>• ISO 9001:2015</li> <li>• Complaint Management</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>
<p><b>9. Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>• Functions of Supply Chain</li> <li>• Demand Planning</li> <li>• Procurement</li> <li>• Inventory Management</li> <li>• Warehouse Management</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>	<p><b>10. Project Management</b></p> <ul style="list-style-type: none"> <li>• Project Lifecycle</li> <li>• Projects Success</li> <li>• Scope Management</li> <li>• Schedule Management</li> <li>• Communication Management</li> <li>• Risk Management</li> <li>• HR Management</li> <li>• Case Studies</li> <li>• Project/Group Work</li> </ul>
<p><b>11. Systems Thinking</b></p> <ul style="list-style-type: none"> <li>• Solving Complex Problems</li> <li>• Holistic Diagnosis</li> <li>• Systems Dynamics</li> <li>• Soft Systems Methodology</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>	<p><b>12. Change Management</b></p> <ul style="list-style-type: none"> <li>• Align Change Agenda with Strategy</li> <li>• Behavior Change</li> <li>• Transformational Leadership</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>
<p><b>13. How to Set KPIs</b></p> <ul style="list-style-type: none"> <li>• What to Measure?</li> <li>• Measures Impact Behavior</li> <li>• Measuring Performance &amp; Outcomes</li> <li>• Corporate Dashboards</li> <li>• Functions Dashboard</li> <li>• Measures Dictionary</li> <li>• Case Studies</li> <li>• Project Work</li> </ul>	<p><b>14. Business Risk Management</b></p> <ul style="list-style-type: none"> <li>• Scenario Planning</li> <li>• Risk Categories</li> <li>• Risk Response Plans</li> <li>• Case Studies</li> <li>• Project Work</li> </ul>

<p><b>15. Human Resources Management</b></p> <ul style="list-style-type: none"> <li>• From Personnel to HR Management</li> <li>• HRM Processes</li> <li>• Aligning HR with Strategy</li> <li>• Design Organizational Structure</li> <li>• Job Descriptions</li> <li>• Performance Management</li> <li>• Reward Management</li> <li>• Case Studies</li> <li>• Group Work</li> <li>• Project Work</li> </ul>	<p><b>16. Corporate Happiness</b></p> <ul style="list-style-type: none"> <li>• Positive Psychology</li> <li>• Mindfulness At Work</li> <li>• Emotional Intelligence at Work</li> <li>• Psychological Contract</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>
<p><b>17. Leadership</b></p> <ul style="list-style-type: none"> <li>• Integrity</li> <li>• communication Skills</li> <li>• Coaching</li> <li>• Motivating People</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>	<p><b>18. Customer Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Client Retention</li> <li>• Key Accounts</li> <li>• Case Studies</li> <li>• Group Work</li> </ul>
<p><b>19. Digital Marketing</b></p>	



## 4. Certification Requirements



**In order to be a certified change agent; you're expected to:**

- Have an attendance of >90% of the program's total workshop hours
- Submitting you're project at the end of the program and no later than the specified dead line.
- Pass the final evaluation

## 5. International Accreditation of mini MBA in Practice®

Change Zone has successfully met every element of the ANSI/IACET standards for Continuing Education and Training requirements, to become an **IACET Accredited Provider**.



### • **About IACET:**

- Accreditation Body: **International Association for Continuous Education and Training**
- Website: <http://www.iacet.org/>

أكثر من 500 جامعة و كلية و مؤسسة دولية تعتمد وحدات التعليم المستمر الدولية CEUs الصادرة من Change Zone من ضمنها المؤسسات الاحترافية المذكورة

CEUs: Continuous Education Units



The ANSI/IACET Standard for Continuing Education and Training defines a proven model for developing effective and valuable continuing education and training (CE/T) programs.



## 6. Consultants' Briefs

Combines High Education and Certification and Practical Experience

### **Consultant & Trainer: Mr. Amin Al Tal**

#### **Education:**

- Master of Business Administration (MBA) - Hull University, UK, 2005
- BA in Computer Science, from PSUT – Jordan, 1999

#### **Certification:**

- Certified ISO 9001 Lead Auditor
- Certified Innovation Manager – Sept. University, Germany
- Team Leading Award – Institute of Leadership and Management ( ILM), Hull – UK
- Recognized Coach by the Association of Coaching, UK.
- Certificate in Communication and Assertiveness Skills, Hull University, UK
- Cognitive behavioral therapy and play and Psychodrama therapy – Bana for psychological training and consulting, Amman.

#### **Experience Brief**

- Business management consultants for local, regional and international businesses
- 17 years of practical experience

### **Consultant & Trainer: Mrs. Ruba Jabri**

#### **Education:**

- Master of Management, Hasselt University, Belgium, 2007
- BA in Computer Science, from PSUT – Jordan, 2000

#### **Certification:**

- Certified Lead Auditor for ISO OHSAS 18001.
- Certified Lead Auditor ISO 9001.
- Certified Innovation Manager – Sept. University, Germany
- Assertiveness and communication skills – Hull University

#### **Experience Brief**

- Business management consultants for local, regional and international businesses
- 15 years of practical experience

## 7. Course Time and Duration

<b>Timetable</b>	
<b>Program Duration</b>	16-18 weeks, one session weekly
<b>Start Date</b>	Please contact us
<b>Time</b>	Please contact us
<b>Programs hours</b>	61 hours: includes training workshops, coaching and project

## 8. Financial Offer

<b>Investment – Financial Offer</b>	
<b>Program fees</b>	Please contact us
<b>Installments</b>	5 monthly installments Or one payment and get 50 JD discount

## 9. Contact Information

<b>Telephone</b>		<b>+962 6 5 666 848</b>
<b>Mobile</b>		<b>+962 796665144</b>
<b>Email</b>		<a href="mailto:info@changezone.com">info@changezone.com</a>
<b>Website</b>		<a href="http://www.changezone.com">www.changezone.com</a>
<b>P.O. Box</b>		<b>11194-941383</b>
<b>Address</b>		<b>Al-Shimisany - Jaber Bin Hayan St. - Grove, No. 2.</b> <a href="http://www.changezone.com/contactus.html">www.changezone.com/contactus.html</a>