

€ TRAINING

Master of Human Resources Mini (Mini MBA)



28 July - 8 August 2024
Istanbul (Turkey)
Sheraton Istanbul Levent



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REF: H1424 DATE: 28 July - 8 August 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 7950 Euro

Introduction:

Competent and qualified management is one of the success factors of government institutions and organizations Government, profitability, and non-profit in small, medium, and large sizes.

more Professional people have good knowledge of their limits, to be leaders and managers Realists, they must be familiar with and understand the operational and administrative process of the environment Work, and enable them to make sound decisions in developing business processes to achieve short and long-term goals.

Course Objectives:

At the end of this course the participants will be able to:

The MBA Mini program benefits participants to become more efficient in the administrative process is through a carefully prepared program to deal with scientific knowledge, practical situations, and mutual experiences Ensuring their development and management skills.

Targeted Audience:

- Managers and heads of human resources departments.
- Training managers.
- Directors and heads of personnel affairs.
- Directors and heads of the administrative development department.
- Directors and heads of administrative departments.
- Directors and heads of manpower planning departments.
- Directors of departments and heads of departments.
- Organizational and business development specialists.
- All employees within the departments of human resources and administrative affairs and personnel affairs and administrative development

Course Outlines:

Unit 1: Management Process:

- Management concept
- Modern Management Challenges
- Elements of the administrative process
- Decision-making process

Unit 2: Marketing Management:

- Marketing concept
- Marketing mix
- Market segmentation
- Target the market
- Marketing strategies

Unit 3: Human Resources Management:

- Human Resources Planning
- Analysis, identification, characterization, and design of work
- Polarization, selection, and appointment
- Performance evaluation
- training and development

Unit 4: Strategic Management:

- Strategic thinking
- Strategic Planning
- Strategic analysis
- Strategic formulation
- Strategic control

Unit 5: Leadership:

- Concepts of administrative leadership
- Leadership styles
- Leadership theories
- Incentive theories
- Organizational behavior
- Team works

Unit 6: Change and Development Management:

- The concept of change and development
- Strategies for change and development
- Management of change resistance

Unit 7: Stress Management:

- Causes of work stress
- Stress management strategies
- management time

Unit 8: Project Management:

- Definition of the project and its characteristics
- Project Lifecycle
- Quantitative and qualitative methods used in project management
- Project Management Stages
- Qualifications of successful project manage

Unit 9: Financial Management:

- The concept of financial management in the public and private sector
- The role of financial management in the planning, guidance, and control process
- The role of financial management in the process of making investment and financing decisions
- Accounting and Presentation of Financial Statements

- Financial analysis and its implications
- Types of costs and their classification and how to control them.
- Centers of responsibility and performance evaluation
- Breakout Analysis
- Budgets and their role in planning, monitoring, and performance evaluation

Unit 10: Supply Chain Management:

- Procurement and bidding management
- Negotiate and contract suppliers
- Inventory Management
- Manage the distribution process
- Cost and Pricing Analysis

Unit 11: Business Economics:

- Principles of Business Economics
- The economic theory of its partial and total branches.
- Market Structure
- Gross national income
- Monetary policy and monetary policy.