



LAZARSKI UNIVERSITY

NEWSLETTER

Vol. 2



Management & Marketing Center "MMC"
Partner of Lazarski University in the ME



The International School
of Business Management
"ISBM"
member of "MMGI"



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**Dr. Mieczyslaw Blonski - The Vice-President (Lazarski University)**

December 10, 2011 marked the graduation ceremony for the Mini MBA in Management Development program. The ceremony was attended by his Excellency Mr. Michal Murkocinski, the Polish Ambassador in Damascus, as well as the Vice President of Łazarski University Dr. Mieczyslaw Blonski, the Dean of the Faculty of Economics and Management Prof. Wojciech Bienkowski, the Program Leader at the Damascus campus Dr. Hassan Al Nouri, as well as special guests including Dr. Al Darwan and Mrs. Myrna Bekhsar, the head of HR at Qatar National Bank.

The atmosphere of the ceremony was pleasant and congenial, as the graduates expressed their gratitude for receiving an education and diploma which will help them build strong foundations for the future. The graduates of the Mini MBA in Management Development are:

- | | | |
|-----------------------|---------------------------|------------------------|
| 1. RashaKurdi | 12. NihadOmari | 23. Rania Othman |
| 2. Rania Azraq | 13. FadiAnkiri | 24. Fady Al Messyaty |
| 3. Bilal Omari | 14. Basel Arnouk | 25. Ruaa Al Kafri |
| 4. Fadi Al Saleh | 15. Waelldris | 26. SibaZidan |
| 5. Yasser Ali | 16. AbdulrahmanBeirut | 27. Omar Zaaour |
| 6. NourBazghlan | 17. Majdoline Al Sahli | 28. MhdSalimAssabBashi |
| 7. Rama Khalil | 18. Mouhamad Al Dakkak | 29. Mohamed Kilarji |
| 8. Dana Brinjikji | 19. AyhamArabiQassabBashi | 30. RubaDeirky |
| 9. Rami Al Akel | 20. Lara Al Hekmieh | 31. BaharehNouri |
| 10. Mhd.NourGhaleb | 21. FirasArkoush | 32. Majd abo hamad |
| 11. Michlin Al Sowity | 22. Salma Samman | 33. MhdBasselKoudsi |

In addition to congratulating the graduates, representatives from Łazarski University took the opportunity to announce the launch of the first edition of the Executive MBA (EMBA) Program, which will commence on January 13th, 2012. The program is designed for ambitious young professionals who wish to develop and expand their business knowledge, and will be delivered by business leaders and academics from both Poland and Syria.

Lazarski University

Lazarski University: is one of the best private universities in Poland. We provide students a dynamic education that is founded on European and American expertise, which combines theory with practice, and ensures students' success in the global labor market.

Our students study in an intellectually tolerant, vigorously challenging and academically supportive environment that motivates them and encourages them to develop self-confidence, and provides them with the knowledge and tools they need for professional success.

Our university has a very strong international profile. We are in partnership with more than 50 educational institutions throughout the world and attract a large number of students each year from abroad.

These students value the opportunity we give them to study in an international environment and interact with outstanding lecturers from Poland, Europe and US, and participate in such exchange programs as Erasmus and Da Vinci.

Lazarski students are renowned for their excellent academic performance, which contributes to the success and reputation of our university. To maintain our reputation, we recruit only the most motivated and talented students. If you excel academically have notable achievements, and are involved in extracurricular activities, you can qualify for one of our attractive packages of scholarship and tuition reductions.



Executive Master of Business Administration “EMBA”

The EMBA, an 18 months program, is defined as a career development generalist program for those who have significant post-graduation and relevant work experience on which the learning process should build. The experience required will be at least two (2) years with the typical entrant having substantially more than this.

The main emphasis of this program is on Marketing, HRM, Banking & Finance, Project Management and Hospitality Management. There is a strong professional and practical orientation, based on case study method, to the curriculum. Due to the maturity and work experience of the students, MBA program is expected to be different in their objectives, recruitments and pedagogical process to others Masters degrees in business and management.

**Launching
13th
Jan.2012**

COURSE MODULES

1. Management Skills
2. Marketing Strategy
3. Corporate Finance
4. Managerial Economics
5. Managerial Accounting
6. Human Resources Management
7. Information System
8. Procurement & Logistics
9. Organizational Behavior
10. Business Policy & Strategy
11. Communication Strategy
12. Global Business & Competitiveness
13. Leadership
14. Decision Making
15. Project Management
16. Practical Stage (visiting international financial/investment/manufacturing company in Warsaw) – 2 weeks
17. Thesis

Knowledge, Understanding and Skills

EMBA graduates will have been able to ground their new knowledge within the base of their professional experience. They will be able to reflect on and learn from that prior experience and thus be able to integrate new business concepts with past experience and apply it to new situations. They should also have particular strengths in analysing, synthesising and solving complex and global business problems. In addition to being able to communicate their findings, they should have developed the skills to implement agreed solutions effectively and efficiently.

The Lazarski Commitment to high quality education

Lazarski University engages in systematic, ongoing learning assessment and evaluation procedures to determine student learning and to assess how well our University is meeting its own internal and external (British, European and US) quality objectives.

To provide our students with best quality our teaching staff is constantly involved in real business activities as well as public life to support high academic standards with professional experience.



Executive Bachelor of Business Administration - EBBA

الدبلوم التنفيذي في إدارة الأعمال

Introduction

The Executive Bachelor of Business Administration (EBBA) is an 18 months intensive program designed for working professionals in middle or senior management positions & with 3 or more years of work experience. The underlying objective of the program is to equip professional with theoretical & conceptual knowledge to strengthen their extensive work experience & to prepare them for graduate studies.

The EBBA program recognizes the fact that these professionals have significant experience & are familiar with many of the most important aspects of business through their practical experience. Therefore, the EBBA program omits those courses which we believe which we believe are not applicable after years of managerial experience.

Admission requirements:

To be admitted into the EBBA program, students must meet the following requirements:

- Applicants must be 24 years of age or older.
- Have a high school/secondary school diploma or equivalency.
- 3 years of formal studies.
- Have at least 3 years of successful managerial experience
- Internal English Examination
- Interview with the admission.



Launching
Jan. 2012

COURSE MODULES

1. Management Essentials
2. Marketing Management
3. Accounting Essentials
4. Communication Skills
5. Human Resources Management
6. Corporate Finance
7. Operations Management
8. Information Systems Technology
9. Introduction to Economics
10. Marketing Research
11. Strategic Management
12. Foundation of Business Statistics
13. Project Management
14. Practical Seminar (1 week stage in Warsaw visiting related industries as to prepare for the final project)
15. Graduation project to be presented by students

General Information about the Executive Programs Mini MBA series

Rationale

- Today's challenging economy calls for global executives who can lead strategically, responsibly, and ethically. In response, the Business Executive Programs provides the latest business concepts and tools to transform participants into indispensable leaders. Participants leave with a broader vision of success—equipped to make the tough decisions required to manage through the downturn and position their organizations for growth and profitability.
- The Mini MBA programs offer professional and vocational teaching methods to enhance participants' managerial skills and widen their knowledge in the business arena. The executive programs last from 4 weeks to 8 weeks maximum.

What market is aimed at

The Mini MBA programs are generally aimed at the emerging as well as ambitious participants who are keen to develop their business & managerial skills whatsoever their domain is. The Syrian market and the Middle Eastern in general, are currently full of potentials that are in need to obtain the business knowledge due to the openness to the global market that require proper qualifications & selected business skills.

If you are looking for
the best ideas in
business we're your
best target



Mini MBA Plan for 2012

No	Month	Program 1	Date & Target & Price	Program 2	Date & Target & Price
1.	January	Pharmaceutical Management	21,28 / 1 / 2012 4,11/ 2 / 2012 15 Students Price 900\$	Management Development	21,28 / 1 / 2012 4,11/ 2 / 2012 20 Students Price 900\$
2.	February	Human Resource Management	11,18,25 / 2 /2012 3 , 3 /2012 25 Students Price 900\$	Project Management	18, 25 / 2 /2012 ,10 / 3 /20123 15Students Price 1000 \$
3.	March	Strategic Marketing Management	10,17,24,31 / 3 / 2012 25 Students Price 1000\$	Financial Essentials	24,31 / 3 / 2012 7,14,21 /4 / 2012 15Students Price 1000 \$
4.	April	Management Development	7,14, 21, 28 / 4 / 2012 20 Students Price 1000\$	Hospital Management	21, 28 / 4 / 2012 5 , 12 / 5 / 2012 15Students Price 1000 \$
5.	May	Business Planning	5 , 12 , 19 , 26 / 5 / 2012 15 Students Price 1000 \$	Corporate Leadership	12 , 19 , 26 / 5 / 2012 2 / 6 / 2012 15Students Price 1000 \$
6.	June	Human Resource Management	9 , 16 , 23 , 30 / 6 / 2012 20 Students Price 1000\$	Project Management	16 , 23 , 30 / 6 / 2012 7 / 7 / 2012 15Students Price 1000 \$

7.	September	Management Development	1 , 8 , 15 , 22 / 9 / 2012 25 Students Price 1000\$	Pharmaceutical Management	15 , 22 , 29 / 9 / 2012 6 / 10 / 2012 15 Students Price 1000\$
8.	October	Business Management Essentials	6 , 13 , 20 , 27 / 10 / 2012 20 Students Price 1000\$	Financial Essentials	6 , 13 , 20 , 27 / 10 / 2012 15 Students Price 1000\$
9.	October	Corporate Leadership In Warsaw (One Week)	26 , 27 , 28 , 29 , 30 / 10 / 2012 20 Students Price 2500 – 3000 \$ Included Fly Ticket + Accommodation + Program Fees		
10.	November	Strategic Marketing Management	3 , 10 , 17 , 24 / 11 / 2012 20 Students Price 1000\$	Human Resource Management	10 , 17 , 24 / 11 / 2012 1 / 12 / 2012 20 Students Price 1000\$



Empowering
business leaders &
entrepreneurs in the
Middle East.





Dr. Bart Tkaczyk (Warsaw) surrounded with his Leadership course students in Damascus (Nov.) 2011



Mini MBA Examination

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