



European Professional Certificates in Management

GUGLIELMO MARCONI UNIVERSITY



Università degli Studi
Guglielmo Marconi

Guglielmo Marconi University is situated in the Heart of Rome, capital of Italy. It is a world-class university known for Tradition, Quality and Excellence.

The University was recognized by the Italian Ministry of Education, University and Research in 2004. Marconi University has cooperation agreements with European, American, African, Middle Eastern, and Central and South American institutions. The GUIDE Association – Global Universities In Distance Education – was founded in 2005 by Marconi University with the aim to develop and support international cooperation and open distance learning worldwide.

Marconi's mission is to provide innovative and affordable high-quality degree programs and learning opportunities to both domestic and international students.

Our goal is to build up a community and enrich students' lives by promoting educational and professional growth and to encourage student - centered learning at all levels, supported by technological resources and led by qualified faculty and staff. University even provides an outstanding educational experience through academic and administrative support services which also promote interdisciplinary research and innovation.

EUROPEAN GRADUATE SCHOOL OF MANAGEMENT



PARTNER: MIDDLE EAST & AFRICA

European Graduate School of Management is involved in collaborating with leading universities and B-schools globally in order to provide high quality and internationally accredited programs to learners in Middle East & Africa.

The programs are customized to fit a working professional 'wish list', ticking all the right boxes of affordability, flexibility, blended mode and taught by reputed faculty members.

The program is imparted through teaching courses that are vital to businesses today. The pedagogy involves laying a sound foundation through concepts and applying those to relevant scenarios. Faculty members engage the students in discussions, case studies, videos, simulations and presentations performed individually or in groups.

The professional team ensures that the busy professionals are able to complete the programs on time by providing real time assistance.

The school also firmly believes in power of networking as the business development rests heavily on exchange of ideas of like minded individuals. We offer opportunities for students and alumni to interact with industry leaders during guest lectures and conference.

The underlying objective of the school is to build a robust community of high performing professionals and entrepreneurs who in turn set an example and motivate the coming generation in laying foundation to a holistic society."

FACULTIES FROM USA, SPAIN, BAHRAIN, SWITZERLAND, FRANCE, UNITED KINGDOM



Allan E. GARDNER

Education: DeVry University Scottsdale
Field: Human Resource Management

**United States
of America**



Dr. Attila SHELLEY

Education: Stanford University
Field: Strategic Management

**United States
of America**



Victor ALVES

Education: La Salle - URL, Barcelona
Field: Operation Management

Spain



Felix URECH

Education: INSEAD
Field: Effective Project Management

Switzerland



William GADISON

Education: University, Abilene, TX
Field: HRM & General Management

**United States
of America**



Dr. Victoriano TRAVIESO

Education: South Bank University,
London - UK
Field: Business Law

Spain



Brian SULLIVAN

Education: University of Chicago, U.S.A.
Field: Finance & Management

**United States
of America**



Niels HERLEVSEN

Education: University of Chicago
Field: Finance & Marketing

**United States
of America**

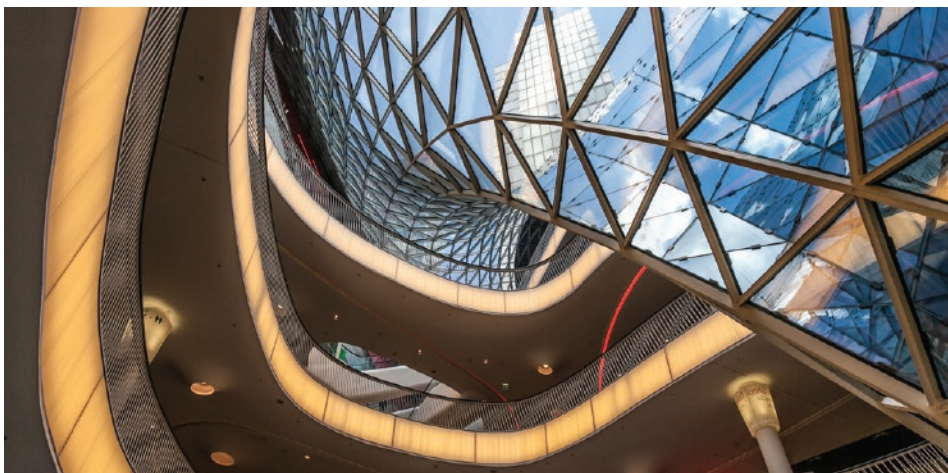


Dr. Mukhtar ALi HASHIMI

Education: University of Utah
Field: Information Management System

Bahrain





Professional Certification In Project Management

Course Overview:

Project Management introduces project management from the standpoint of a manager who must organize, plan, implement, and control tasks to achieve an organization's schedule, budget, and performance objectives.

Tools and concepts such as project charter, scope statement, work breakdown structure, project estimating, and scheduling methodologies are studied. We will even practice with Microsoft Project software to be able to manage a project from start to deployment!

This course provides the necessary tools and information to manage and control projects and their resources. Project management is defined; project phases and goals are identified; and stakeholder impact is discussed.

It covers a range of principles and practices in the initiation, planning, coordinating and completing of a project within the triple constraints of schedule, budget and performance.



Issued by Swiss &
Italian University



Faculty from UK,
Europe & USA



Mode of Study:
Online



Start Date:
Monthly



Duration:
1 month



Number of
Credits: 6



Professional Certification In Human Resource Management

Course Overview:

This course is an introduction to the Human Resource Management (HRM) function and related elements and activities to examine the role of the human resource professional as a strategic partner in managing today's organizations.

Key functions such as recruitment, selection, development, appraisal, retention, compensation, and employee relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, and the rising cost of benefits are analyzed.

Emphasis is placed on the modern day importance of HRM at the corporate level as well as the view of HRM from the perception of both management and subordinate employees.



Professional Certification In Strategic Management

Course Overview:

The Strategic Management course focuses on identifying and understanding the sources of superior firm performance. This course introduces theoretical concepts and frameworks useful for analysing the external and internal environment of the firm and guiding the formulation and execution of different types of strategies.

The course covers topics of mission, goal, strategy formulation, strategy implementation and strategy evaluation. Strategic techniques include Industry Analysis, Analysis of the Competitive Environment, Key Success Factors, Strategic Scenario Analysis and SWOT Analysis.



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Professional Certification In Quality Management

Course Overview:

Quality Management (QM) is an organization-wide effort to install and make permanent climate in which an organization continuously improves its ability to deliver high-quality products and services to customers. A comprehensive understanding of QM is an essential assist that policy-makers, stakeholders, leaders, managers, service providers, governmental officer and academic researchers can use for future quality planning, implementation, management and evaluation of business practices and services.

This Quality Management (QM) course introduces students to the foundational elements of quality, quality tools and quality methodologies used in different sectors; manufactures and service businesses.



Professional Certification In Research Methodology

Course Overview:

This course is designed to direct students through the process of their final year project writing. It concentrates on the analysis of business problems and utilizes scientific research as a problem-solving tool and essential plan for leading students in writing an academic dissertation.

Ordinarily, the course covers subjects such as the understanding and applying appropriate research designs, research statistics, analyzing data, and report writing and presentation.

It guides students to obtain and define research questions, the hypotheses involved in setting up the conceptual research model, research samples, data collection, resolve of the measurement, mitigating the strength of the research methodology and results, etc.



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Professional Certification In Entrepreneurship & Entrepreneurial Management

Course Overview:

The main purpose of Entrepreneurship is to explore the many dimensions of new venture creation and growth. The class serves as both a standalone class and as a preparatory course to those interested in writing and implementing a business plan.

The Entrepreneurial Management provides students with skills, analytical tools, perspectives, and experiences that prepare them for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings.

Whether a student wants to start a business while in school, join an emerging business, or set the groundwork to launch a new firm later in his or her career, the program aims to provide preparation for all of these exciting options. Entrepreneurial skills and thinking are actively sought by more competitive and profitable growing businesses.



Professional Certification In Leadership for Management & Business

Course Overview:

This course is designed to provide students with the knowledge, skills, and analytical capabilities needed to practice leadership in modern organisations. It explores the nature of leadership in terms of how individuals effectively build agreement to shared goals and courses of action and facilitate organisational movement towards the achievement of these goals.

In particular, this course highlights theory and research that accounts for how leaders acquire and exercise social influence in a manner that contributes to their credibility and the motivation of their followers. We make note of individual differences in leader behaviour and examine in what instances situations determine the salience of these differences.



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Professional Certification In Organizational Behaviour

Course Overview:

The Organizational Behaviour course is designed to give students the basic knowledge of human behaviour needed to provide a more effective organizational environment.

The three basic elements of the class will be 1) the behaviour of individuals in organizations, 2) group behaviour in organizations, and 3) how these behaviours affect the overall performance of organizations. Particular emphasis will be placed on individual difference, attitude, motivation, job satisfaction, communication, leadership, stress, change, and organizational culture.



Professional Certification In Financial Accounting & Reporting

Course Overview:

Financial Accounting and Reporting introduces students to the major financial concepts, principles, and analytical tools of corporate finance. The course introduces students to the topics of financial statement analysis, forecasting, the risk/return trade off, the time value of money concept, valuation, the cost of capital, and the capital budgeting process.

The course helps students understand how to utilize these concepts, principles, and techniques so that they, as managers, can make well-reasoned decisions. This course will also attempt to challenge all students to use critical thinking in the understanding of financial theories and analysis.

Financial Accounting and Reporting is not just about textbook learning: it challenges students to use their critical/creative skills to apply the knowledge learned in both their personal and professional endeavours.



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Professional Certification In Corporate Social Responsibility

Course Overview:

This Corporate Social Responsibility (CSR) course introduces students to the current organizational practices and policies that contribute to the well-being of the environment, economy and society and that addresses the needs of customers, suppliers, shareholders and employees, as well as those of government, the general public and the communities, where the organization operates, without compromising the ability of future generations to meet their own needs.

A comprehensive understanding of CSR is an essential assist that policy-makers, stakeholders, leaders, managers, service providers, governmental officers and academic researchers can use for future planning, implementation, management and evaluation of business practices and services.



Professional Certification In Business Development & Sales Management

Course Overview:

This program offers courses spread across strategy, organization behaviour, finance, marketing, and operation, etc., however, those functions rely on sales to bring bread and butter back from the marketplace. No sell-through, company won't even exist.

No matter what career & profession a graduate may begin with, the person, more or less, will collaborate or communicate with sales function. In fact, a high percentage graduates' first job starts with sales. Ironically, many business schools don't offer sales management course.

Sales management, by no means, is a critical subject in business study. As a matter of fact, a company's most essential task is to continuously enhance relationship with its key accounts and develop new accounts. With that, company can assure its sales & profit growth in a healthy manner.



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Professional Certification In Digital Marketing

Course Overview:

The Online Commerce & Digital Marketing course enables you to harness the power of Digital Marketing as a core driver of the marketing strategy for your organisation.

You will understand the foundation principles of Digital Marketing, and be able to distinguish how it differs from traditional marketing.

The course reviews the different disciplines that are inside Digital Marketing, such as SEO, Online Advertising, Video Marketing, Inbound Marketing and Mobile Marketing.



Professional Certification In Foreign Market Analysis

Course Overview:

This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based.

Emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations.

Focus will be on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

Many well-intended business people begin entering a foreign market before they've analyzed the situation, and unfortunately, most of them fail.



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Professional Certification In Marketing Management

Course Overview:

The Marketing Management course explores marketing of services / management and focuses on the practical applications of marketing theory. It provides students with an understanding that the most important factor is the human factor, followed that by being aware, that any moment is a moment of truth, where the trust in the organisation can be at risk. Knowledge of service marketing should be applied in the field of customer experience management as part of marketing.

Marketing Management has importance to meet increasing competition in the business environment. It is the most important function in a commercial and business enterprise.



Professional Certification In Health Care Accreditation

Course Overview:

This Healthcare Accreditation course introduces students to the current global initiative to decrease patient safety risks and improve quality of care that is "Healthcare Accreditation".

Healthcare Accreditation is a major core knowledge for every healthcare provider and manager and a principle that should ideally be included in the strategic plan of every healthcare organization.

This course can be applied for healthcare providers working in any setting either governmental or private, primary, secondary, tertiary care or specialised centres or even remote healthcare facility. Participant of this course will go home with valid materials, copies of some standards and references for future use.



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Faculty from UK, Europe & USA



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Professional Certification In Health Care and Risk Management

Course Overview:

Health Care and Risk Management course is a term used for the organization's culture, processes, and structures that are directed towards identifying and managing its various risks.

With patient safety initiatives at the forefront of care, the goal of this program is to help health care professionals to develop the background knowledge and skills necessary for the specialty of risk management.

Faculty will prepare students to respond to potential risk while developing methods to mitigate loss throughout the organization. The Health Care Risk Management course is comprised of modules addressing key areas of the field. The program begins with an overview of risk management in the health care setting, exploring the role of risk manager.



Professional Certification In Patient Safety

Course Overview:

This Patient Safety course provides students an introduction to the science of safety, and how it relates to problems with patient safety in health care. It explains the role of both individuals and systems in improving patient safety and reviews institutional responses to adverse events, including the topics of risk management and medical malpractice.

It also emphasizes the importance of communication and teamwork. Students learn the basics of conducting an incident investigation, gain an understanding of the advantages and limitations of error reporting, learn how to disclose errors and adverse events, and learn models for improving safety in hospitals and other health care organizations from both the micro and macro points of view.



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Professional Certification In Health Care Policies & Procedures

Course Overview:

A comprehensive understanding of healthcare policy and procedure is an essential asset for governance people, leaders, managers, service providers and academic researchers. This HCM Healthcare Policy and Procedure course introduces attendees to the essential components of Healthcare system that is Policy and Procedure. Health policies are the decisions, plans, and actions that are undertaken to achieve specific healthcare goals within a society.


Procedures are the required steps to make these policy statements released and achieved. Nowadays, Health Care Policy and Procedures are core components and requirements by the regulatory organizations and accrediting bodies. Improper drafting of such policies and procedures can put a healthcare organization in tough situations.





EUROPEAN GRADUATE SCHOOL *of* MANAGEMENT




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