



ABOUT THE PROGRAM

The Concept: Do you want to Manage in rapidly changing world or just talk about Management?

This is the message conveyed by the Mini-Master of Management (**MMM / 3M[®]**) program.

HR Management Institute (HRMI) in partnership with Global Academy of Technology & Economy (GATE) and World Green Economy Council (WGECO) are conceptualized and designed a unique professional program titled: **3M[®] - Mini Master of Management**.

Developing management skills is like the Chinese proverb: *"Unless you keep rowing the boat forwards, the current will take you backwards. You cannot stand still, only go forwards or backwards"*.

The management of people, resources and change is basic to all organizations. It is the foundation of all organizational success. Business survive and thrive depends on excellence in management and the critical importance of employing and developing staff with comprehensive management and leadership skills. Thereof, **3M[®]** program is designed for potential managers and consultants who wish to upgrade their professional qualifications in short time.

3M[®] OBJECTIVES

The three main objectives of the 3M program are to:

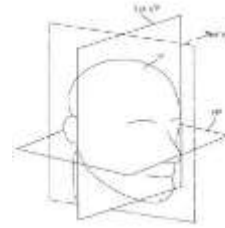
1. Provide participants with a basic understanding of contemporary management, marketing and leadership best practices.
2. Provide participants with a set of tools in order to conceptualize problems and develop solutions to management issues.
3. Respond to and meet the demands of public and private sector organizations for management, marketing and leadership talents.

Opportunities for
a Bright Future



Management career opportunities exist across all industries in positions such as:

- business development manager
- customer service manager
- management consultant
- operations manager
- product manager
- project manager
- sales manager / marketing manager
- shift supervisor/ team leader
- strategy manager

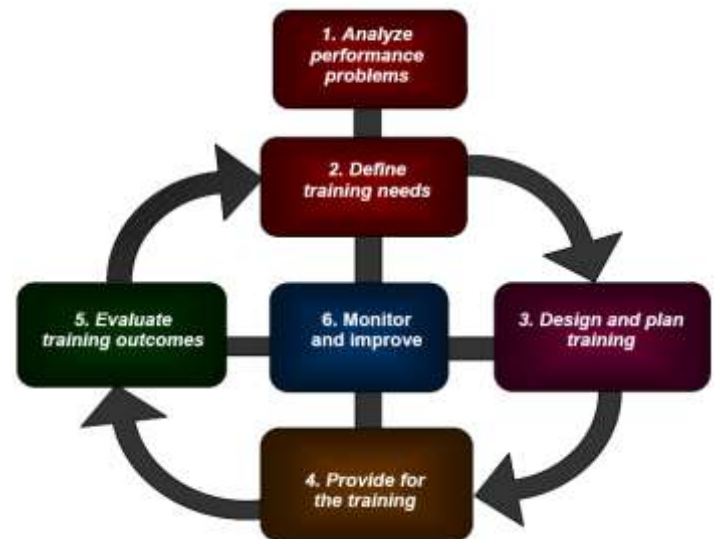


HOW IS IT BUILT?

The **3M[®]** program integrates management and leadership best practices by focusing on three dimensions:

Dimension (X) **Technical**: an understanding of and proficiency in management.
Dimension (Y) **Human**: the ability to build a collaborative effort within a group.
Dimension (Z) **Conceptual**: the ability to apply analytical thought to the industrial applications and to enterprise as a total system.

However, the **3M[®]** program designed in accordance with the ISO 10015 & Competency Based Training Model (CBTM). The CBTM is a system of tailored competencies and their applications for the purpose of aligning the performance of employees/students with the goals of industry needs. Our CBTM enable us to wisely select, develop, deploy, align, and evaluate people who build global business linkages that improve the organization revenues everywhere.



WHO SHOULD ATTEND?

This program is designed for those in both large and small organizations looking for a comprehensive understanding of management strategies & skills.

This program is perfect for:

- graduates & working professionals
- Those who plan to pursue higher degrees in management fields.
- Practitioners who want to upgrade their management competency.
- Individuals interested in entering into the field of management consulting.

Build up your Management Bandwidth



ABOUT THE PROGRAM DIRECTOR DR. MOHAMED GAMAL KAFAFY, PHD



Mohamed G. Kafafy holds PhD in Engineering Management Doctor of Business Administration (DBA), MBA, Master of Science (MSc) and BSc in Mechanical Engineering with honor. As well as Professional Certifications such as:

Certified HR Consultant, Certified Quality Director and Certified Management Consultant (CMC). Further, he holds fellowships of: American Academy of Project Management, American Association of Higher Education and Institute of Management Consultants (FIMC) as well as recognized Member of Accreditation Council for Business School Programs (ACBSP).

In December 2010 Dr. Mohamed Kafafy received the US President's Award from the President Barack Obama and Appreciation Award in 2015 from WAFUNIF Official United Nations Organization.

Dr. Kafafy has international reputation as an expert with over 23 years of experience; he offers both an academic and practical approach to engineering and business management, through his operational and managerial experience in different industries and as an academician, trainer and consultant of several academic and professional bodies around the world. Currently, he is acting as President of the World Green Economy Council (WGECO), Human Resource Management Institute (HRMI) and Chartered Institute of Supply Chain Management (CISCM-Global) as well as Adjunct Professor at Misr University, Euclid Intergovernmental University, Georgian College and University of America.



QUALIFICATIONS FOR ADMISSION


Candidates must hold a bachelor degree or higher and demonstrate a satisfactory level of English.

REGISTRATION & INQUIRIES

For further information about this program, contact:

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3M[®] BODY OF KNOWLEDGE

The 10 modules of this program cover 3 main content areas: management skill-based subjects, management knowledge-based and management discipline-based subjects as following:

Module (1) Business Ethics – covers ethical issues arising in business including ethical implications within organizations, consumer protection and conduct in the workplace

Module (2) Entrepreneurship and New Venture Development – analyses the development of innovative and new business ventures and the formulation of strategies to enter and compete within the business environment

Module (3) HR Management – introduces the roles and functions of human resource management and how it links with the operations of an organization.

Module (4) Leadership in Business – focuses on contemporary issues facing leaders in organizations

Module (5) Management of Change – develops an understanding of the change process, the inevitability of change and the impact of change on individuals, groups, stakeholders and organizations

Module (6) Management Theory and Practice – provides an introduction into the key theories and practices of management

Module (7) Marketing Management – provides an introduction into the key theories, concepts and techniques of marketing

Module (8) Operations Management – provides an introduction in managing operations utilizing common qualitative and quantitative tools

Module (9) Project Management – develops the capabilities required to plan and implement projects and their link with operational activities

Module (10) Strategic Management – defines the processes of strategic management and its linkages with key functional areas such as operations, marketing, human resources and finance.



AWARD OF PROFESSIONAL DIPLOMA

Upon successful completion of the program, participants will be eligible to receive the **Professional Management Diploma** from Georgian College Canada in association with Global Academy of Technology & Economy (GATE), Human Resource Management Institute (HRMI) and World Green Economy Council (WGECO).

