

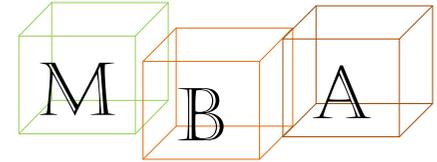
MBA in Practice... for Business Professionals

Practicing business concepts through real-world cases

Change Zone

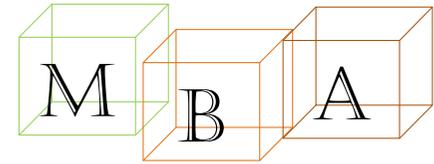
Would like to share with you an
overview of the MBA in Practice
version 2.5





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One-minute Summary to change your life

MBA in Practice is your right investment because:

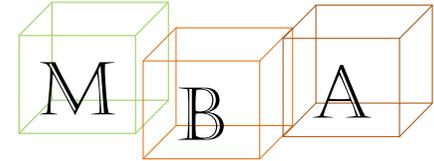
- You will learn advanced business concepts, by doing real-world cases and projects
- You will practice in a team work, and with support and guidance of business coaches
- You will have self-study material, up-to-date knowledge, advanced learning methods, and guaranteed understanding, whatever is of your background

MBA in Practice enriches your skills in the following:

- Strategic analysis and planning
- Systems thinking for action
- Marketing and service management
- E-Business principles
- Alignment with balanced scorecard
- Strategic Change management
- Business plan content
- knowledge management tools
- Project management (PMI)
- Work psychology
- Business process management
- Team leading
- Human resources processes
- Business innovation principles
- Learning organizations
- Business ethics
- Entrepreneurship
- Finance functions: overview

MBA in Practice;

Bridges the gap between theory and practice. It provides the content of MBA concepts in a unique approach, focuses on “the right” concepts, provides it as it is used in practice, link it to all other concepts, and apply it to real-life project, work on it with a team, provide direct coaching from business experts, with less time, effort and amazing price.



MBA in Practice Suits Your Conditions

We understand your daily schedule, social commitments, so it is Saturdays or after working hours
As your monthly budget allows, you can easily plan the payment as monthly installments, without additional fees.

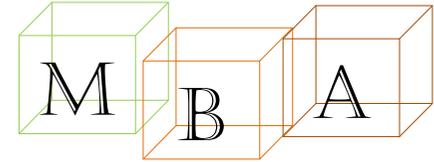
Change Zone' Programs is consistently rated by successful professionals as one of the most Rewarding and quality program they have joined

"The name of Change Zone reflects its purpose. I experience great change in my life". **Dr. Ziad Naser.**



Read more about the program and you will see the benefits shortly

Why should you spend much, and wait too long, to acquire of the most important skills to your wellbeing, when you can join a program with extra full benefit, at less time and cost.



Purpose: MBA in Practice is what needed nowadays

MBA in Practice enhances the **PRACTICAL SKILLS** of professionals in business management. MBA in Practice is delivered via **hands-on workshops, case studies, problem solving and projects**, to prepare leaders who will be capable to **translate strategy into action, manage change, and adapt effectively in hard business conditions**. Many professionals seek to study full or part-time Academic MBA to learn the business skills. However, most Academic MBA programs are theoretical in nature, delivered through conventional classes, focus on providing information, and take long time and budget to complete. It also covers every module alone without linking them together. Academic MBA graduates will need to experiment the information after graduation.

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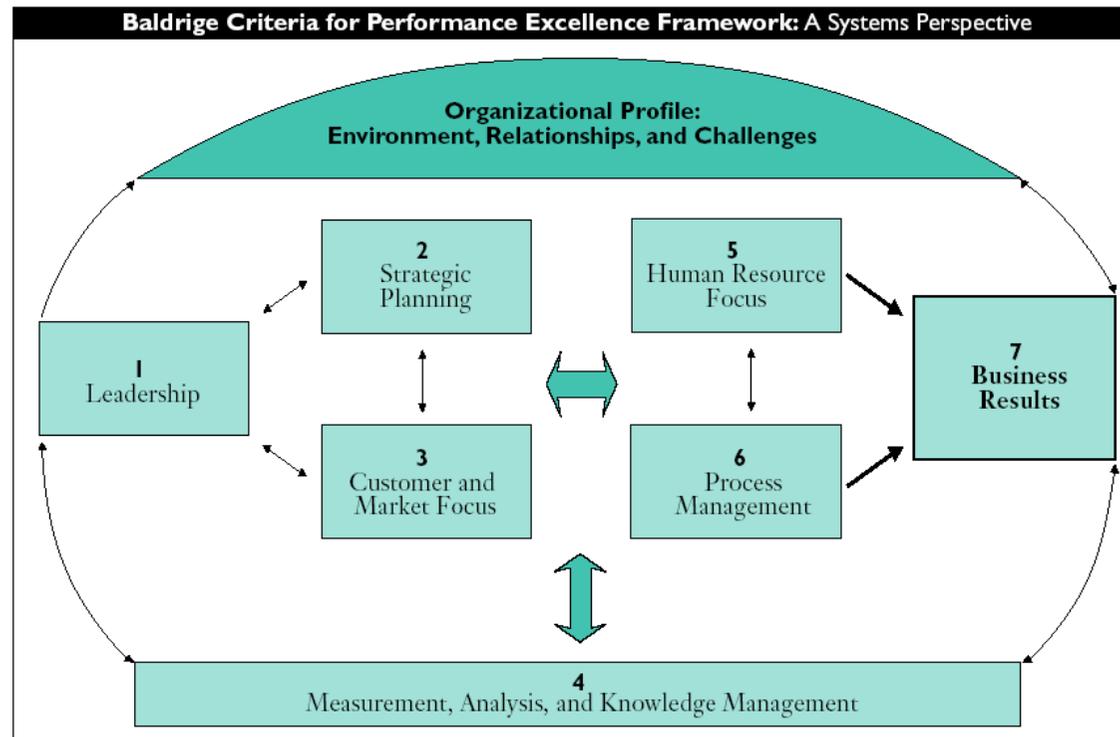
The MBA in Practice, bridges the gap between theory and practice. It provides the content of MBA concepts in a unique approach, focuses on “the right” concepts, provides it as it is used in practice, link it to all other concepts, and apply it in real-life project, work on it with a team, provide direct coaching from business experts, with less time, effort and amazing Price

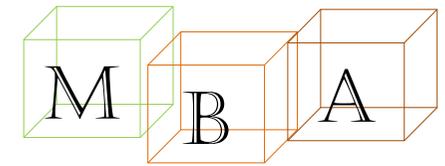
MBA in Practice vs. Academic MBA

Criteria	MBA in Practice in Change Zone	Academic MBA
Workable solutions	Knowledge presented as solutions to problems. Delivered as practical workshops with interactive presentations and discussions	Topics are covered through class presentation mainly, and workshops as secondary
Integrate knowledge	All topics are linked together in a cohesive manner to reflect their use in real scenarios	Each topics is given in isolation of its interconnected to other topics
Concepts and theories	Extensive concrete examples, real-world exercises, and explained case studies	Abstract theories and concept with case studies
Hands-on and coaching	All based on hands-on experience with supportive coaching and direct attention to group	Essays and assessments without or with minimal coaching
Quality of Knowledge	Carefully selected, rich variety of topics presented to match practical needs	Wide and diverse knowledge with a lot of management arguments and jargon

Facts: reliable experts and institutes write ...

MBA in Practice covers the criteria of Performance Excellence of the “Baldrige Award”, it also has gone beyond to cover much sophisticated business concepts covered in international MBA schools. To help you measuring the return of investment (ROI) from applying the knowledge in the MBA in Practice, we will provide you with some statistics from international companies who applied the “Baldrige Award” which is included in the MBA in Practice:





- **Improves time to market**

IBM Rochester's make-to-market cycle time has been reduced by 23% and its manufacturing cycle time has been reduced 160%. The company on-time shipment commitment has been improved by 63% with 1997 levels exceeding 99% on-time delivery.

- **Customer satisfaction**

Through its surprise and delight strategy, Custom Research Inc exceeded clients' expectations on 73% of its projects.

- **Revenue**

Xerox Business Services experienced revenue growth of over 40%

MBA in Practice is Unique

While thinking about developing your practical business skills, like many successful professionals, you will find MBA in Practice a program smartly designed for you.

Business management skills are vital to every practicing manager as it improves results dramatically.

- **Cost reduction**

Federal Express Corporation increased its operation income by 147%, while reducing costs per parcel by 20%.

- **Product reliability**

AT & T Network systems, Transmission Systems Business Unit, improved productivity by 150% and product reliability by 75%

A manager needs a **variety of skills to drive results**. For example, once a manager writes a strategic or marketing plan, it needs execution through processes, projects and team leading and it needs measurements, and preparing the human resources to work on it. No matter how the strategic business plan is good, implementation remains the main success factor to assess results. This is why a program such as **MBA in Practice, equips you with most of the tools required to plan and execute successfully, exactly, as it is happened in everyday work practice.**

The challenge is that how professionals can finds a **quick, yet, effective, quality, and affordable program** that satisfies his/her need. **MBA in Practice** program is the answer to your business skills development requirements of working managers.

Have you thought before?

What knowledge do I need to develop my business skills?

How can I apply it in practice, I need somebody to coach me!

How do skills fit together, in reality, we use many of them on the same situation?

I cannot find enough time, I have many commitments

This initiative might cost me a lot of money

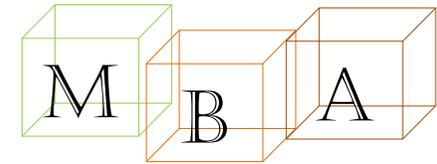
This program combines **the business skills knowledge and practice** in a unique and very **exciting process of learning how-to-do-it**; it is based on a **result-driven approach** for business development, supported with coaching, and **derived from respected international syllabus of business schools and field business practitioners.**

“I heard about change Zone and specially for the MBA Courses, when I see its plan outline, I said to myself “it is too much and I don’t think they’ll give it on a right way”, but in the same time the plan subjects are very useful! so I decide to try and take it. to find the opposite to all my thinking ,to find that that change Zone change my way of thinking ,develop my skills and my career Path ,to find that I take the right course and to find the high and skillful way in teaching and give it to us plus to the continuing support ,advices after finishing the course”.

MBA Participant



Why should you spend much time, effort and budget trying to find a workable solution for developing your practical business skills when the program facilitates it for you.



Outcomes upon completing the program you will be skilled at

- Develop business plans and strategies
- Differentiate & position a brand and adapt to market changes
- Improve customer service
- Design, price, promote a differentiated offer (service/product)
- Practice business innovation frameworks
- Formulate, communicate and execute a strategy,
- Set objectives, targets and measure progress and results
- Model and improve business processes
- Specify the right information system that is aligned with strategy and processes
- Managing projects and organizational development initiatives
- Manage & lead positive change
- Align supportive units with strategy
- Understand financial statements
- Align HRM with strategy, processes improvement and culture change initiatives
- Improve corporate climate and reduce workplace stress
- Manage corporate knowledge
- Organize, motivate and develop teams
- Understand important work psychology
- Improve problematic situations
- Design effective structures
- Avoid common failure of CRM, BSC, projects, change & training
- Gain a holistic appreciation of business concepts and practices

MBA in Practice → creates a new potential for professionals. Whether you are senior manager, professional preparing for a promotion to a managerial position, business owner, or a consultant.

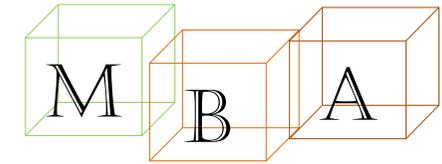
MBA in Practice → is the answer for your business and management development needs.

MBA in Practice → enriches professionals' perceptions with insightful views to organizational improvements.

MBA in Practice → builds the competencies, skills and attitude of holistic management and development.

Workshops Objectives

Strategic analysis and planning	Marketing service management	Human resources processes	Project management (PMI)
<p>Strategy is the key to winning and sustainable achievements in nowadays environment. This module develops the strategic analytical skills and attitude. How to formulate creative and effective strategies that drive long-term success to a corporate, then how to continually recreate and adapt to changes in business environment to keep success and profitability and stay aligned. How to start a new (line) of business. How to write a business plan to document you planning process. A very important skill is how to deal with the intense of competition and how to win without war.</p>	<p>Marketing is a philosophy and a creative process of formulating strategies and programs, based on insightful understanding of customers, and neat cooperation with other teams and departments in a corporate. This module develops the skills and attitude of marketing, and provides principles for identifying a group of customers (segment) based on analyzing the business environment, design products, price it, promote it, provide before and after sales service, and utilize the internet to creative effective communication open new channels.</p>	<p>Human resources is the process of identifying, attracting, selecting, hiring, deploying and developing peoples' skills, attitude, and loyalty to achieve the corporate mission and strategic objectives and change corporate culture. HRM is not the personnel which deal with salaries, vacations, etc. HRM is a process of aligning people focus and motivation with corporate strategy and change. You will learn the critical principles of HRM processes; align the objectives of individuals with strategy through key performance indicators (KPIs), and the role of HRM in cultural change.</p>	<p>This module develops the skills of turning corporate objectives to implantable action plans. It will also develop your skills to work with subcontractors as project manager. This involves clearly understanding the requirements of customers, estimate time, HR needs, and establishes means of control to stay on time and budget, and delivers the promised objectives. You will learn common pitfalls, and best practices according to PMI body of knowledge.</p>
Systems thinking for action	Business process management	Team leading-being a manager	Strategic Change management
<p>In today workplace and business environment, problems are complex and interconnected in away that make it ineffective to tackle them in isolation. How to understand, analyze and tackle problematic situations taking into consideration complexity. You will learn how to think holistically, and how improve effectively.</p>	<p>Corporate creates value to customers through interrelated processes that transforms inputs into outputs. Processes are the means to translate strategies to measurable actions. You will learn how to graphically select, model, analyze, improve and measure processes for continual improvement, and how to align HRM, IT, quality, and change management to derive improvement that realize the strategic objectives with associated</p>	<p>This module provides techniques and tools to manage teams towards desired objectives. It develops a facilitative leadership and situational leadership. Skills are derived from daily demands of being in a managerial position including how set goals, distribute work, follow up and control, motivate and communicate effectively to boot team performance.</p>	<p>Formulating corporate objectives needs effective implementation especially if those objectives require people to change their work style, behavior and attitude. It is argued according Kotter, a Harvard management scientist, that 15 out 100 corporate could transform themselves successfully. In this module you will learn how to lead change and transform corporate culture.</p>



Alignment with balanced scorecard	E-Business principles	Knowledge & Learning	Work psychology
You will learn a systematic framework for managing corporate development initiatives related to finance, customers, processes and learning and set targets and KPIs.	Investing in e-business does not ensure improvement in performance. You will learn a philosophy to select the right IS based on strategy, processes, structure and culture	Corporate requires developing their experience and collective learning. You will learn the principles of capturing and distributing corporate knowledge.	Psychology is part of every aspect of work. You will learn important psychological concepts that help in leading change and improving motivation and communication.
Finance functions: overview	Total Quality Management (TQM)	Business ethics	Business innovation
You will learn about the role of finance in managing your business theoretically.	You will integrate and apply all concepts through consolidated example	You will learn about the role of ethics in improving business results	You will learn about the role of innovation in improving corporate creativity and strategy

Details of Topics

Strategic analysis and planning

- Business Environment Analysis
- Customer Segmentation
- Strategic core Competencies
- Value Chain Analysis
- Strategic positioning
- **Change Zone's strategy model**
- SWOT analysis
- Entrepreneurship
- Business plan content

Marketing service management

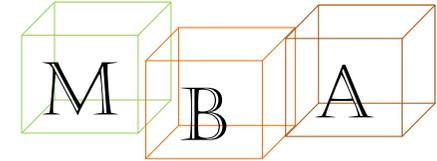
- Holistic Marketing
- Segmentation and targeting
- Marketing Mix: 8 Ps
- Brand equity and positioning
- Customer services
- Pricing strategies
- Product strategy
- Marketing communication & E-Channels
- Marketing planning process

Human resources processes

- Critical Principles
- Strategic HRM
- Recruitment and Selection
- Performance Management
- Job design and structure
- Human Resource Development
- Reward management
- Human resources leadership
- Setting KPIs and personnel scorecard
- **Change Zone's HRM Model**

Project management (PMI)

- Project Scope Management
- Project Communication
- Project Risk Management
- Problem Resolution Management
- Project Time management
- Organizing human Resources
- Project phases
- **Change Zone's PM framework**



Systems thinking for action

- Holistic vs. reductionism thinking
- Viability systems model and diagnoses
- Systems dynamics and feedback loops
- Soft systems methodology
- Total Systems Intervention (TSI)

Business process management

- Process excellence model
- Process Modeling Notation
- Align critical process
- Measures and targets
- Continual Improvement
- Improvements techniques
- Quality function deployment

Team leading

- Team organization and communication
- Motivation on practice
- Empowerment and delegation
- Team building
- Managing time and stress
- Communication skills
- Principled negotiation

Strategic Change management

- Change Zone' Change Framework
- Diagnosing the change situation
- Understand culture change process
- Treating resistance to change
- Styles of change
- Techniques for managing Chang

Alignment with balanced scorecard

- Corporate alignment
- Balanced perspective to performance
- Develop strategy maps and measures

E-Business Success Principles

- Does IT matter, when and how
- Specify corporate IS requirements
- ERP, CRM and KM

Knowledge & Learning

- Processes of knowledge management
- How to become a learning organization
- Change Zone' KM framework

Work psychology

- Understanding the self at work
- Emotional intelligence at work
- Self-esteem development at work

Finance functions: overview

- Statements and Role of financial management

Total Quality Management

- Integrated management

Business ethics

- Ethics and trust at work
7 habits of effective people

Business innovation

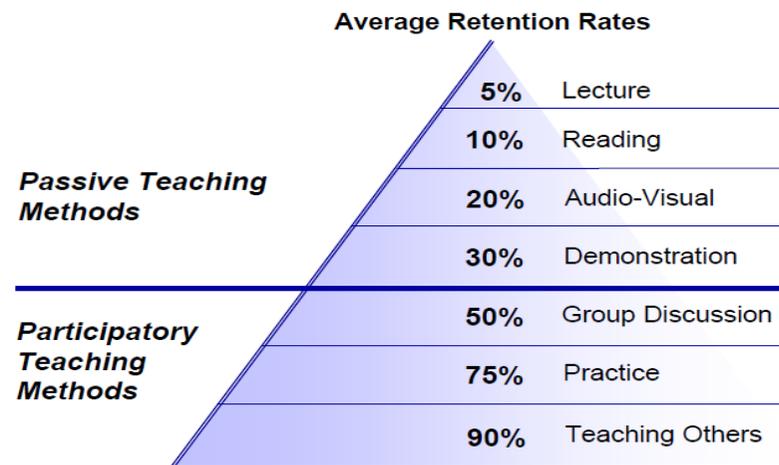
- What is and why Innovation?
- The Four Types of Innovation

Learning methods to create the desired results

Change Zone's applies the methods used by top international coaching and competency development institutes that coaches emotionally intelligent and positive professionals.

The learning pyramid

The Learning Pyramid*



*Adapted from National Training Laboratories. Bethel, Maine

<p align="center">Case study/Examples</p> <p>Cases of companies which demonstrate excellence in the concept discussed.</p>	<p align="center">Templates</p> <p>Ready-made, customizable documents which can be used in practice.</p>	<p align="center">Hands-on project</p> <p>Teams work on hands-on project to apply concepts and theories.</p>
<p align="center">Tips and tricks</p> <p>How-Common occurrences in real world situations in a sort of summarized statements.</p>	<p align="center">Pragmatic debate</p> <p>Interactive exchange of points of views about a concept</p>	<p align="center">Improve Problematic Situations</p> <p>Teams are presented with a challenging problematic situation from the everyday business life to improve it.</p>
<p align="center">Games</p> <p>Teams work to provide best possible scenarios to make certain predetermined results.</p>	<p align="center">Field-observations</p> <p>To motivate teammates to think about business concepts in practice, groups are required to pay attention to certain business practices.</p>	<p align="center">Software Packages</p> <p>We demonstrate software packages that can be used to apply concepts in practice.</p>
<p align="center">Integrate knowledge</p> <p>As we progress throughout the programs, the concepts are linked together and applied to real cases where you will gain insight how concept fits together.</p>	<p align="center">Practitioner to Practitioner</p> <p>Experts will brief you about daily realities and how the concept is practiced.</p>	<p align="center">Checklists</p> <p>Nutshells that can be used while applying the concepts in practice so that you make sure that you addressed certain critical principles</p>
<p align="center">Videos</p> <p>To provide insight and experience to concepts we demonstrate videos that addresses certain aspects</p>		<p align="center">Workshops Coaching</p> <p>Guide participants to work on project</p>

Change Zone 7 Cs: a unique experience of change



Change of Attitude

As the principles of behavior change smartly integrated with your development program, you will nurture the positive attitude and competency you desire to achieve your goals



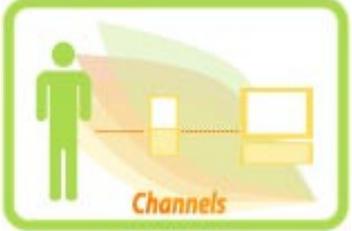
Coaching

In Practice Direct one-to-one professional coaching guides you to work on real-world issues, influences you to experiment practically, and boost your confidence to use knowledge



Convenience

Change Zone optimizes the programs to make your investment in learning light and handy. The 'Program Value Innovation' process achieves higher levels of time and cost savings continually.

	<h3>Change Agents</h3> <p>A developmental experience with agents of change is one of the most positive stimuli of change: rich in motivation, intellectual contribution, emotional intimacy, and professionalism; the right people for your professional social network.</p>
 <p>Continual Development</p>	<h3>Continual Development</h3> <p>The value of the program experience never stops after the program, as Change Zone provides tips, sessions, videos, and advance programs continually</p>
 <p>Channels</p>	<h3>Channels</h3> <p>You can access your learning material, reach professional coach, and collaborate with your team through your e-learning accounts, forums, chat, emails, and meetings.</p>
 <p>Corporate Social Responsibility</p>	<h3>Corporate Social Responsibility (CSR)</h3> <p>The wellbeing of society is a critical priority for leading businesses, and CZ is just the right example; providing free workshops, e-learning, voluntary work, and responsible pricing that make our programs available to as many change agents as possible.</p>

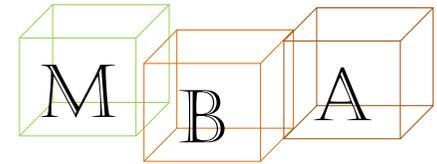
Testimonials: people speaks about their experience in Change Zone



Change Zone' Programs is consistently rated by successful professionals as one of the most rewarding and quality program they have joined.

Corporations: <http://www.changezone.com/changezone-companies.php>

Change Agents	My point of view
Majdi Mustafa	"my experience with Change Zone is rich and very empowering, I could change too many wrong beliefs and habits, I started to know what it means to think and act in a different way, I learnt a lot and in a different style of learning environment, I heard experiences from people who already working in challenging business sectors, I learnt how to break down any type of obstacles into smaller blocks and deal with them individually. Simply my experience with Change Zone was through the soft skills & the Micro MBA, and both I recommend for people who seeks to be different and outstanding, at all aspects of life, career, social and even the very personal one".
Hiba Abu Taleb	Change zone Practical MBA course is truly one of the most useful training programs I ever attended; obviously the content of the course is available everywhere however the delivery approach made all the difference for me. Change zone keep their promises to provide training, coaching and mentoring for the well designed program. I would recommend the program for anyone who is seeking positive change!
Rajaie Haddad	"Change Zone - MBA in Practice course - has changed the way I see and evaluate things in my daily life from a business perspective. It added a lot to my business experience and methodology of thinking in a way that changed my business attitude and behavior. You can find the business knowledge and information from any website on the internet, you can even take full online business courses... but to change your attitude and business practical skills, you only have one place.... Change Zone Business Center.", Thank you Change Zone family,



More about

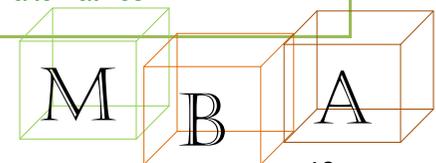
More about material, venue, location, program coaches on www.changezone.com

Program Information

- **Timeframe**

Probably you are saying...

Hours	80	<p>How a program can cover all those topics within the hours? Does it mean the quality is average, or the program covers the objectives shallowly?</p> <p>Thank you for asking. Change Zone works in a very different way, which add to quality, reduce time, and cost, to provide you with convenient offers and timing. It is a different way than you ever imagine.</p>
Complete duration	13 weeks	<p>It is too long to finish it? What if I get an emergency during the program, will I be able to continue?</p> <p>Thank you for asking. Yes we will cover it for you, we offer alternatives</p>
Days	Saturdays	<p>I might have work in this day? Read Time FAQ</p> <p>Thank you for asking. Please call us on 5 666 848 to find alternatives</p>

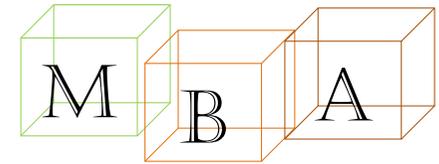


Session Time and Duration	----- 4 hours 2 breaks	Session duration is 3-4 hours, it seems hard and long, we will get tired or board? Read Time FAQ Thank you for asking. The program is full of interaction, workshops, and joyful discussion. People always feel excited and time pass quickly
Start Date	kindly contact us	It is too long to finish it? What if I get an emergency during the program, will I be able to continue? Read Time FAQ Thank you for asking. Yes we will cover it for you, we offer alternatives
Number of workshops	20 workshops	The number of workshops is more than the number of weeks? Read Time FAQ Thank you for asking. Every 4 weeks, we get one extra workshop (5 workshops per month). As well as we provide direct one-on-one coaching hours.

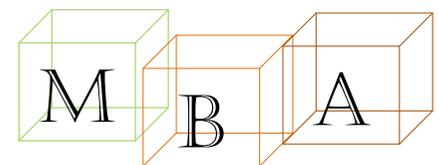
○ **Price, Discounts and Installments**

Probably you are saying

Price	450 JD	The price is really affordable compared to prices I know in the market of other programs, why? Does it mean the quality is average? Thank you for asking. Change Zone works in a very different way, which add to quality, reduce time, and cost, to provide you with convenient offers and timing. It is a different way than you ever imagine. For more information read about Change Zone's Blue Ocean Strategy on www.changezone.com
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Payments/installments	Five installments 90 JD/month	When the installment is due? Thank you for asking. The beginning of each month.
Discounts	5%	How often do you offer discounts? Thank you for asking. Attending MBA seminar
Money back guarantee	Available	How do you provide money back guarantee? Thank you for asking. Full money back provided you attended, ask, follow up program work, and raise issues early enough to take corrective action.
Payment conditional suspicion	Available	Thank you for asking. We offer you an extension in case of emergent circumstances, please ask
Extra conditional payment facilitation	Conditional	Thank you for asking. You can further facilitate your payment if there is a justification.



Free Seminar: Smart people make decisions based on facts, not assumptions

- **Why to join us in the free seminar?**

The free seminar is your opportunity to:

- Ask and get direct and detailed answers about all the concerns and unclear issues.
- Verify that the program suites your needs
- Make sure the program meet your expectations in terms of quality and outcome
- See venue, material, attendees, meet Change Zone team
- Get a 5% discount to you and your friends

- **Is it free of charge, no fees?**

Yes, absolutely

- **Where is the seminar?**

Change Zone venue

- **When the seminar will be held?**

Please reserve your seat by calling us on 5 666 848

Contact us: easily accessible

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