



## AIMS:

- Learn the basic concepts and pillars of Management and Leadership
- Understand the importance of management and Leadership
- Know the basic elements to Leadership and Management.
- Understand the Philosophy of Leadership and Management
- Help build brand image in the field of management and Leadership
- Training and practices about the modern trends of Management and Leadership

## CONTENTS:

- Definition of Management and Leadership
- The theories of Management and Leadership
- The elements of Management and Leadership
- The levels of Management and the role of Leadership in each level
- The contemporary trends and philosophy of Management
- The Pillars of Management & the Foundation of Leadership
- Leadership and the management of change
- The role of Leadership in Strategic Management
- Leadership and Total Quality Management

## METHODOLOGY:

Lectures, Exercises, practices

DURATION : 18 hours

## FOR WHOM IS THIS PROGRAM?

All employees and managers, as well as businessmen themselves.