

# Certificate of management excellence and digital transformation

 9 modules (27 Webinars)

 9 Professional Speakers

 25% discount for those who register to the whole  
program, total 4 220 000 L.L. or 1080\$

 Zoom Platform

 Registration : [Click here](#)

For the Lebanese citizen payment in LBP or \$ at the rate of 3900  
For the participants abroad payment only in \$



You can register to one or more  
modules or the entire program.

# The Modules

**1** Digital Business (2 levels)

**2** Leading in time of changes: How to engage people & deliver value? (3 levels)

**3** Leading in Finance (2 levels)

**4** Authentic Leadership (6 hours)

**5** Diversity and Inclusion (6 hours)

**6** Resilience capacities in times of uncertainty (6 hours)

**7** Mental Health in the Business World (3 hours)

**8** Leading digital transformation and innovation (3 hours)

**9** Innovative approaches in Branding & Marketing (3 hours)

# Module 1: Digital Business

Join our Digital Marketing Program.

Gain verifiable and relevant competencies and earn invaluable recognition from USJ, entirely online.

Experience a flexible but structured approach to online education as you plan your learning around your life to meet weekly milestones.

Enjoy a personalized, online learning experience augmented with human interaction that supports you every step of the way.



## Level 1 - Basic Social Media Marketing (9 hours)

### Learning outcomes:

The ability to develop a comprehensive digital marketing optimization strategy for a marketing campaign, including creating a predictive model using analytics tools.

Participants will be able to:

- Understand the Social Media platforms and marketing strategies on these social media platforms – Facebook, Instagram, Twitter, YouTube
- Create
- Implement a comprehensive digital marketing optimization strategy
- Market a small business with free tools (mobile applications)
- Advertise at low cost

 **Dates :** January 8, 11 & 13 of 2021 | 5:00 pm to 8:00 pm

 **Cost :** 675 000 L.L. or 173\$

## Level 2 - Advanced Digital Marketing and E-Commerce (9 hours)

### Learning outcomes:

Knowledge of how to take advantage of the latest developments in data analytics, digital advertising, and predictive modeling to increase your digital marketing reach and optimize your ROI.

Participants will be able to:

- Create integrated campaigns on social media with creative content
- Understand and create SEO content
- Implement Advanced Advertising techniques
- Comprehend Analytics review of the website
- Optimize return on investment

 **Dates :** January 18, 20 & 22 of 2021 | 5:00 pm to 8:00 pm

 **Cost :** 675 000 L.L. or 173\$

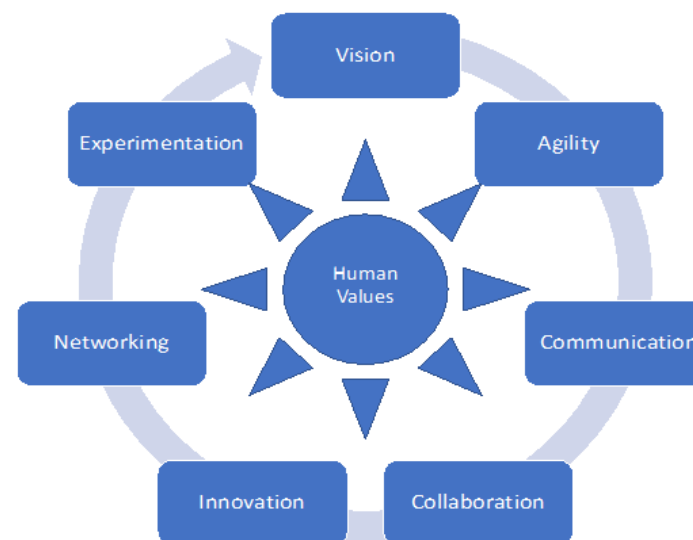


### Dr Mariah Frangieh

Maria Frangieh is a university instructor, Doctorate in Business Administration graduate, with emphasis in Web Tools and knowledge sharing (digital marketing in marketing and HR). She is also a founder and managing partner of Socialprise a digital marketing and communications agency operating globally for more than a decade. Lecturer at Haigazian University and USJ, she has offered courses in French and English in Microeconomics, Macroeconomics, Digital Business, Social Media Marketing Management, Digital Business and E-commerce, among others. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.

## Module 2: Leading in time of change: How to engage people and deliver value

In this unprecedented time of change, leaders play a crucial role in engaging people and leading organizations to adapt, innovate and deliver value. Through these sessions you will acquire the essential skills and tools needed to thrive personally and professionally and deliver sustainable impact in this challenging time. You will discover a new “VACCINE” that can help you translate your vision into innovative results through effective communication and collaboration.



### Level 1 - Leading in time of change (4 hours)

#### Learning outcomes:

Participants will be able to:

- Understand people reaction to change and learning how to anticipate and navigate through change
- Learn the role of leaders in conducting effective change across their teams and organizations.
- Manage stress associated with change and learning how to focus on areas to create higher impact.

**Dates :** February 1<sup>st</sup> & 3<sup>rd</sup> of 2021 | 5:00 pm to 7:00 pm

**Cost :** 300 000 L.L. or 75\$

### Level 2 - Engaging people and leading virtual teams (4 hours)

#### Learning outcomes:

Participants will be able to:

- Assess the level and impact of employee engagement on organization's performance and success
- Evaluate the key components to build employee and team motivation and engagement
- Identify critical steps to enhance team engagement in virtual environment.

**Dates :** February 8 & 10 of 2021 | 5:00 pm to 7:00 pm

**Cost :** 300 000 L.L. or 75\$

### Level 3 - Innovating and delivering value in time of crisis (4 hours)

#### Learning outcomes:

Participants will be able to:

- Discover the importance and the pillars for building a learning organization in time of change.
- Conduct a self-assessment to identify how creative your team is and identifying possible roadblocks
- Identify practical ways to enhance team innovation and creativity.

**Dates :** February 15 & 17 of 2021 | 5:00 pm to 7:00 pm

**Cost :** 300 000 L.L. or 75\$



#### Dr Joelle Richa

Dr Joelle Richa is the *Founder and Managing Partner of ImpactWise*. Dr Richa empowers people and organizations to grow and achieve their full potential by building their capabilities and delivering exceptional solutions through her extensive management experience combined to her consulting and coaching expertise. Dr Richa is an Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.



# Module 3: Leading in Finance

Leading with Finance will equip you with an intuitive knowledge of financial principles and enable you to understand the market in which your organization operates, create and assess value, and communicate decisions to financial stakeholders.

## Level 1 - Financial statements' assimilation and analysis. (9 hours)

### Learning outcomes:

Participants will be able to:

- Understand the financial reporting environment and the financial statements interconnectivity (mainly: Balance sheet, Income statement, Cash flow statement)
- Apprehend the accounting equation and gather the financial statements' elements.
- Identify the purpose of applying useful financial ratios.

 **Dates : February 6, 13 & 20 of 2021** | 5:00 pm to 8:00 pm

 **Cost :** 675 000 L.L. or 173\$



**Mr Antonio Sawaya**

Mr Antonio Sawaya is a senior financial control analyst and financial expert with more than 10 years of experience in financial control, planning and budgeting in the banking industry. Founder and CEO of a limited liability company: "FAS" (Financial Accounting Services) in 2016, specialized in financial consultancies, accounting services, feasibility studies and business planning. Lecturer at the Saint Joseph University of Beirut (USJ) since 2011 in several faculties namely the "Faculty of Business and Management" (FGM), the "Higher School of Engineers of Beirut" (ESIB), and the "Lebanese School of Social Formation" (ELFS). Lecturer at the Chamber of Commerce, Industry & Agriculture of Beirut & Mount-Lebanon from 2010 till 2013. Holder of a master degree in Finance from the Saint Joseph University (USJ). Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.



## Level 2 - Projects' profitability assessment and valuation to firms. (9 hours)

### Learning outcomes:

Participants will be able to:

- Understand the solid foundation in financial principles (agency problems, time value of money, cost of capital, capital structure, etc.)
- Develop analytical and problem solving skills by means of mathematical formulas, theoretical models and statistical techniques to solve basic finance problems.
- Evaluate and chose the optimized profitable project(s) to the firm and make strategic decisions.

 **Dates : March 6, 13 & 20 of 2021** | 5:00 pm to 8:00 pm

 **Cost :** 675 000 L.L. or 173\$

## Module 4: Authentic Leadership (6 hours)

Leadership has changed. Increasingly diverse and multi-generational teams present leaders with a variety of challenges. To be successful, today's leaders must understand how to manage, inspire and motivate different personality styles and their unique expectations around responsibility, preferred methods of communication and models of working.

This dynamic business environment requires a different approach to leadership. One which helps organisations realise the true potential of their teams and more emotionally intelligent leaders.

### Learning outcomes:

Participants will be able to:

- Recognize the challenges and requirements of being an Authentic Leader.
- Develop Self Awareness as well as Emotional Intelligence and Communication skills.
- Get closer to your truth and help others find theirs.
- Develop Candor.
- Recognize the qualities of an Authentic Team.

 **Dates : February 24 & 26 of 2021** | 5:00 pm to 8:00 pm

 **Cost : 450 000 L.L. or 115\$**



### M. Elie Dagher

M. Elie Dagher : For the last 7 years Elie worked in Consulting and Tech/AI delivering best practices and implementing tools for companies of all sizes to be more sales effective. Elie is also a Professional certified coach. 3 years ago, he founded a self and collective leadership practice, coaching executives, entrepreneurs and other professionals on developing Emotional Intelligence, Leadership, and Communication Skills. Elie holds a Msc Degree in Operations Research with a minor in Entrepreneurship from Columbia University. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.



# Module 5: Diversity and Inclusion (6 hours)

There is an established strong correlation in organizational research between inclusion practices and positive behavior related to better organizational health and better business performance. However, the transition to remote-working norms and workplace-automation trends in a crisis situation may deeply threaten the applicability of Gender equity policies. In a period of heightened uncertainty, biases are amplified and serve as mechanisms of self-preservation during crisis. Employees' expectations and needs may vary and are contingent upon the background and experience of each. Leaders are called to address those needs and to reimagine ways of organization and collaboration to navigate a viable path toward a more inclusive workplace.

## Learning outcomes:

Participants will be able to:

- Integrate the concepts of gender equity in the workplace
- Value inclusive leadership as a new approach to leading in crisis
- Develop inclusive practices in organizations to unlock the power of diversity for improved business performance

 **Dates : March 22 & 24, 2021 | 5:00 pm to 8:00 pm**

 **Cost : 450 000 L.L. or 115\$**



### Dr Gloria Haddad

Dr. Gloria Haddad is an educator and specialist in the fields of strategy, marketing, innovation, management, and digital business. She has a long working experience of more than twenty years combining both professional practice and academic teaching extending to education management respectively in the positions of international program coordinator and associate dean. On top of her expertise in the Lebanese market, she had the opportunity to lecture on several occasions in reputable universities of South East Europe. She is member of the FERE (Femme Et Renouveau Economique) research chair based in France. She has published and been invited to speak at conferences covering the topics of gender and entrepreneurial motivations, entrepreneurship education, social networking, strategy and innovation. Her research interests extend to social entrepreneurship and business ethics in the private and public sectors. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.

## Module 6: Resilience capacities in times of uncertainty (6 hours)

In this module, you will learn the definition of resilience and understand the protective factors that make one resilient. You will differentiate between helplessness and mastery orientations, and understand the thinking styles underlying each. You will summarize major outcomes of optimism, and the mediators of those outcomes, as well as assess your own levels of optimism, using a questionnaire. Finally, you will hear about personal and organizational outcomes of optimism, and will be able to apply these concepts to your own life.

### Learning outcomes:

Participants will be able to:

- Identify resilience and the role of optimism in resilience
- Understand cognitive skills that increase resilience
- Be aware of role of positive emotions
- Improve character strengths and relationships

 **Dates :** April 22 & 23 of 2021 | 5:00 pm to 8:00 pm

 **Cost :** 450 000 L.L. or 115\$



### Dr Maryse Hayek

Clinical psychologist and psychotherapist, specialized in addiction disorders.

Lecturer and assistant professor at Saint Joseph University and Lebanese University.

Author of many publications on memory disorders and cognitive functions. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.



# Module 7: Mental Health in the Business World (3 hours)

The aim of this intervention is to rediscover the importance of mental health as an essential determinant of health that can contribute to the improvement of the tasks and performance of any person in a position of responsibility. In addition, developing mental health among its employees actively contributes to their full development within their company.

## Learning outcomes:

Participants will be able to:

- Rediscovering the determinants of good mental health in the workplace
- Recovering the role of substances at work
- Improving the performance of tasks at work
- Improving the well-being of employees

 **Dates : May 18, 2021** | 5:00 pm to 8:00 pm

 **Cost :** 225 000 L.L. or 58\$



## Dr Sami Richa

Dr. Sami Richa is a Professor of Psychiatry - Faculty of Medicine, Saint Joseph University  
Head of Department - Hôtel-Dieu de France  
President of the Lebanese Psychiatric Society  
Doctor and HDR in Bioethics  
Chairman of the Ethics Committee of the Hôtel-Dieu de France  
Member of the Lebanese National Ethics Advisory Committee  
Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth

# Module 8: Leading digital transformation and innovation (3 hours)

The course objective is to help participants to understand the impact of digital technologies on companies: on their strategies, structure, culture, people and mainly on how to organize innovation. This course is designed to allow the participants to reflect upon their own companies and businesses, apply, and test some of the acquired knowledge and skills in order to set a roadmap for a digital transformation journey. The second aspect of this course will get the participants familiar with the lean startup methodology for innovation.

## Learning outcomes:

Participants will be able to:

- Have an overview over the main dimensions of their organization (strategy, structure, culture, and Innovation management) and know how digital transformation is affecting these dimensions.
- Develop an understanding of how to assess the impact of digital trends on companies (customers, Competitors, employees)
- Understand how digital technologies are leveraged to enhance companies' performance
- Understand the Lean Startup Methodology for Innovation

 **Dates : May 28, 2021 | 5:00 pm to 8:00 pm**

 **Cost : 225 000 L.L. or 58\$**



### Ms Jocelyne Ziadeh

Jocelyne Ziadeh, Chief Information Officer at Hotel Dieu de France. Jocelyne has been managing the digital transformation program at HDF since 2013, including the selection and implementation of an integrated HIS solution covering the EMR, ERP and HRIS. She has an extensive experience in IT management across multiple industries, having worked in the banking and manufacturing sectors, where she has led several IT infrastructure, IT security and Information System projects. Jocelyne holds a Computer and Communications Engineering Degree from ESIB-USJ and enrolling an EMBA at ESA and ESCP Business Schools. Jocelyne is married with 2 children, Lynn and Carl. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.





# Module 9: Innovative approaches in Branding & Marketing (3 hours)

The aim of this lecture is to introduce the participants to the notion of brand meaning. Therefore, we consider brands from a consumer culture perspective. Through this perspective, consumption becomes meaning-based and brands are consumed as symbolic resources for the construction and maintenance of consumers' identity.

## Learning outcomes:

Participants will be able to:

- Understand what a brand is (and is not), as well as the differences between products and brands. We introduce brand engram to understand how brands exist in our minds.
- Understand why consumers seek meanings for brands and how they perceive brands: self symbolism and social symbolism perspectives.
- Understand the contributions of psychologists, mythologists, semioticians and linguists in findings meanings in brands.
- The way information is received and processed by consumers is discussed and the different dimensions of brand meaning are explored, including brand experience, brand heritage, logos, names and design.
- Understand the central role of brand meaning in brand strategy.

 **Dates :** June 14 of 2021 | 5:00 pm to 8:00 pm

 **Cost :** 225 000 L.L. or 58\$



## Dr Salim Azar

Dr Salim Azar is an Invited Professor of Marketing at Saint-Joseph University of Beirut, Lebanon, where he teaches Marketing Management and Research Methodology (SEM and applied statistics to business research). Previously he held a position of Assistant then Associate Professor of Marketing at Paris-Seine University (Paris) where he taught Brand Management and Research Methodology at the University of Cergy-Pontoise (Cergy-Pontoise), and Sciences Po (Saint Germain-en-Laye); Consumer Behaviour, Services Marketing and Applied Marketing at the Institute of Technology (Sarcelles). Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.

