

Business Administration



① About E3 Business:

Building on the legacy of achievements established by the pioneering Arabic business education platform "**E3mel Business Academy**" and reaffirming its role in disseminating specialized knowledge since 2017, we proudly launched our new company "**E3 Business**" to expand this success on a global scale.

"**E3 Business**" empowers entrepreneurs and business owners world wide by offering tailored educational content in business management and entrepreneurship delivered in 3 key languages: English, French, and Bahasa.



 **About the Business Administration diploma:**

Our Business Administration diploma offers a comprehensive blend of theoretical knowledge and practical insights, ensuring a well-rounded learning experience.

With the expertise of renowned instructors from across the world, we guarantee the latest industry insights and seamless learning. From management principles to leadership strategies, forecasting, and marketing management, our curriculum covers all aspects of business administration.

By dedicating your time and effort, you'll emerge as a proficient business administrator, to excel in today's dynamic business landscape.



Benefits of Studying the Diploma :

- Benefit from the expertise of the best instructors across the world.
- Discover how to become a more confident and productive manager..
- Master how to successfully navigate conflict into positive resolution
- Uncover what effective leadership entails and how to cultivate it.



- Comprehend the Relationship between Procurement & Supply Chain Management.
- Grasp the basics and essential steps of the sales process and its impact on the company's future.
- Appreciate the significance of personalization and behavior in digital marketing.
- Acquire the concept of demand forecasting and its various techniques.



Who can benefit from this diploma?

The Business Administration diploma is designed for individuals seeking comprehensive knowledge and skills in various aspects of business management so this diploma would be ideal for :

Aspiring managers looking to build a solid foundation in business principles

Individuals aspiring to understand performance evaluation methods and organizational effectiveness while running their own businesses.

Career changers or entry-level professionals aiming to delve into various functional areas of business, including marketing, finance, and operations, through specialized courses.

This diploma is also valuable for those looking to expand their expertise in areas such as digital marketing, supply chain management, and human resources management, making it an irreplaceable resource for anyone seeking to thrive in today's ompetitive business landscape.



The Certificate :

- Upon finishing all the courses in the Business Administration Diploma, students will receive a free Certified Certificate from Business. They can also get separate certificates for each course they complete inside the diploma.
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The Study Guidelines:

- Three or Four courses are studied monthly.
- The study program spans a duration of 5 months, with the flexibility for students to choose to complete additional subjects within a condensed timeframe.
- The diploma includes 19 training courses, with a 50% passing mark required for the success rate test at the end of each course.
- If the test is not passed, it can be retaken one week after the first trial.
- The study is conducted online via E3 Business's website. Upon successful completion of all subjects, students receive free certified certification from E3 Business.

Duration of study

5 Months

Number of Courses

19

**Diploma
in
Numbers**

Number of Instructors

13

Total Study Hours

58 Hours



Business Administration Diploma Training Courses and Duration of Study

| | Course Name | Duration (Hours) |
|----|--|-------------------------|
| 1 | Introduction to Management | 05:34:00 |
| 2 | Leadership | 03:00:00 |
| 3 | First Time Manager | 02:00:00 |
| 4 | Interpersonal Skills for Managers | 02:30:00 |
| 5 | Conflict Management in the Workplace | 02:30:00 |
| 6 | Introduction to Performance Management | 02:30:00 |
| 7 | Strategic Management | 02:33:00 |
| 8 | Organizational Structure and Design | 03:00:00 |
| 9 | Forecasting and Planning | 01:46:00 |
| 10 | Risk Management | 01:30:00 |
| 11 | Production and Operations Management | 02:00:00 |
| 12 | Procurement (Sourcing and Purchasing) | 03:00:00 |
| 13 | Human Resources Management (HRM) | 02:30:00 |
| 14 | Marketing Management | 03:00:00 |
| 15 | Sales Techniques | 03:00:00 |



| | Course Name | Duration (Hours) |
|----|---|-------------------------|
| 16 | Digital Marketing Management | 03:00:00 |
| 17 | Introduction to Supply Chain Management | 06:00:00 |
| 18 | Finance for Non-Financials (FNF) | 05:00:00 |
| 19 | Total Quality Management (TQM) | 03:00:00 |



The Diploma Instructors:

• **Medhat Al Kalash:**

An experienced Consultant with a Master's degree in E-Business Management HR Major, brings over 14 years of hands-on implementation expertise

• **Shaher Shohdy:**

An instructor at prestigious institutions such as AUC, the American Chamber of Commerce, the National Training Academy, and ESLSCA.

• **Senida Kiehl:**

The founder of Excellence in Expat Education, and works as an international educational consultant.



• **Ahmed Iskandarany:**

brings over 17 years of diversified work experience across various sectors including Hospitality Management, Insurance, Telecom Manufacturing, Educational Trading, and Business Development.

• **Maged Maher:**

The founder of Pledge Communication since 2010, redefines branding through strategic methodology. With extensive experience, he has led projects for prestigious brands like Al Ahram Beverages, Glo Vodka, and Metlife Alico.

• **Ashraf Mowafi:**

The Chief Claims Officer at UHIA (Universal Health Insurance Authority).

• **Nader Edward:**

A Supply Chain Management Consultant and Instructor certified in Supply Chain Operation Reference – Professional (SCOR-P) by APICS.



• **Mohamed Abdelrahman:**

Deputy CEO at Misr El Kheir Foundation MEK, and has extensive experience in crisis management and early warning systems, also works as an MBA Lecturer at the Graduate School of Business.

• **Ahmed Kamel:**

An instructor since 2015 at LTC - Leadership Training & Consultancy, specializing in courses such as Leading People Through Changes and Self-Leadership II.

• **Rami Hassan:**

Head of Training Department at The Raya Contact Center, overseeing operations at Hurghada & Palm Strip Sites. He holds certifications in TTT, PMP, CCNA, CSE, along with a Master's Degree in Economics and a Mini-MBA

• **Engy Shalash:**

The Marketing Unit Head at Fine Solutions. Additionally, she works as a Marketing Communications Consultant.



• **Mostafa Eldiwany:**

A Lecturer in Finance at the American University, bringing with him over 25 years of experience in management and finance in various multinational companies.

• **Ashraf Badr:**

Manager of the Quality and Process Improvement at CEQUENS, boasting over 12 years of experience in the Quality Management and Process Improvement sector.

Fees and Rates:

To learn more about the fees required for our Business Administration Diploma

FAQ:

To discover answers to the most common questions