



manageit
Empowering your IT Business

itida
Developing
IT in Egypt

ManageIT Phase-3 Value Proposition

Competing in the knowledge economy necessitates high-skilled and competent knowledge workers, who are continuously exposed to management international best practices and leadership talents. ManageIT is a skill development program offered by ITIDA serving the information technology as a pillar industry in Egypt. The program offers ICT professionals a set of business skills development courses custom-tailored to sharpen managerial skills and professional competencies indispensable to boost their business enterprises and leverage their competitive advantage.

ManageIT newly launched phase III follows various advanced training methodologies taking traditional class-based courses to a higher level of skills enhancement and competence development. Skill development tools include group work, case studies, business simulations and educational games designed to have a massive impact on learning objectives and after-course behavior within the business environment.



1

Top Management Track

Those who set strategy, inspire & mobilize their business enterprises.

Eligible top managers for this track have authority and responsibility for all aspects of their businesses, including strategy and policy formulation and execution. They are fully accountable for actions taken and decisions made, both by themselves and subordinates. They make decisions critical to organizational success and influence business development at the highest levels as well as develop long-term strategic relationships with customers, partners, industry leaders and government.

Candidate titles may fall within the following: CEO, Managing Director, Partner, and President of business enterprises.



Middle Management Track

Those who initiate work & influence the business dynamics of their business enterprises.

Eligible middle managers for this track have a defined authority and responsibility for a significant business area of work, and are accountable for their actions and decisions taken by themselves and their subordinates. They could be working under a broad direction, but are fully accountable for meeting their assigned business objectives. They often initiate their own work and influence policy formation of the whole enterprise through their specialized business area.

Candidate titles may fall within the following: Vice Presidents, Directors, Department head, Division head, Sales Manager, Marketing Manager, Finance Manager, R&D Manager, HR Manager, IT Manager, PR and Media Manager, Program Manager, or any other responsibility matching these levels.

3

First-Line Management Track

Those who enable and apply
business core functions

Eligible first-line managers for this track work under general direction with considerable accountability. They often plan their assigned work to meet given objectives. They perform a broad range of complex technical or professional work activities and have some responsibility for the work of others and for the allocation of resources. They make decisions that influence the success of projects, team objectives, and their peers.

Candidate titles may fall within the following: Technical pre-sales manager, project manager, marketing campaign manager, Senior HR specialist, Senior project specialist, Unit Manager, Procurement Manager, Quality Manager, Client Service Manager, or any other responsibility matching these levels.

4

Junior Staff Track

Those who assist & follow the core business operations & procedures

Eligible Junior Staff for this track work under routine direction or supervision, interact with – and may influence – immediate colleagues and team members. They understand and use appropriate methods, tools and applications within a specific business function, and usually receive specific instructions and have work reviewed at frequent milestones.

Candidate titles may fall within the following: Project specialist, graphic designer, testing engineer, system analyst, market researcher, S/W developer, H/W design engineer, or any other responsibility matching these levels.

List of Courses

Top Management

The Effective Executive	7 Days
Innovative Organizational Growth	8 Days
Business Acumen	3 Days

Middle Management

Marketing & Branding- "Differentiate Or Die"	3.5 Days
Sales Management- "Sales Vision"	4 Days
Finance And Strategy- "The Yard Stick"	4 Days
Human Resources Management – "Driving Performance"	4 Days
Leadership And Management- "Situational Leadership II"	3 Days
Innovation And R&D Management- "Leading Innovation"	4 Days
Operations Management – "Operations Excellence"	4 Days

First-Level Management

Understanding Business Essentials-IBDL Level 1	9 Days
Finance For Non-Financials	6 Days
Marketing Management Certificate	7 Days
Project Management Certificate	8 Days
The Leadership Challenge Workshop & Simulation	3 Days
First Time Manager Workshop and Simulation	6 Days
Customer Satisfaction and Retention	3 Days
Solution-Based Selling and Sales Profitability Simulation	6 Days
Key Account Management	4 Days
HR Program	15 Days
Business Professional – Complete Collection Online Courses	Online

Junior Staff

New Culture and Mindset Training	6 Days
Communicate Effectively Training	7 Days
Self and Time Management Training	4 Days
Business Fundamentals Training	6 Days

Skills Development Consortia

Top Management & Junior Staff



SMART VILLAGES
INSTITUTE



Middle Management



Vodafone International Services



Leadership Training & Consultancy



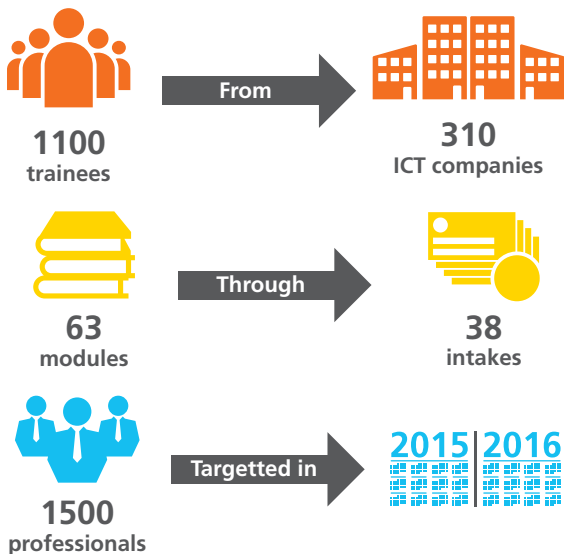
First-Level Management



OakTree
SIMULATIONS



ManageIT Achievements in Numbers



More than **6** years of activities

**HOW TO
APPLY**

Visit itida.gov.eg
and login with
your company
credentials to apply.

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