PIGIER ⏀

www.pigierme.edu.lb

your guide to
Business Education
& Training

The Origins

Gervais PIGIER founded his first School of Commerce in 1850 in Paris. He trained students and adults for careers in business in a practical way. The approach was very successful. Through an innovative franchising system, Pigier schools and training centers were started first in France, then abroad (Alexandria - Egypt in 1912, Athens - Greece in 1916, Beirut – Lebanon in 1920, …).

The System

All Pigier business programs and training seminars are practical, focused on know-how and concerned with professional skills. Pedagogy relies heavily on active learning methods, case studies and simulations. Languages of training and teaching are English, Arabic or French.

The Short Training Programs

Short training and seminars conducted over few hours to few days. They are designed to adapt to trainees constraints and conducted in a number of different ways: in-house or public; standard or tailor-made; in Pigier or in customers' facilities

The Modular Complete Courses

They are designed to give over few weeks a comprehensive know-how of a specific business field or function. Each complete program is made of a number of 1-week modules covering one set of related skills and know-how.

The Business School Programs

They are long educational programs designed to prepare for careers in business in various majors. They are usually backed to the programs of university partners, allowing Pigier – Supec students to prepare themselves for the Bachelor and Master's degrees of these universities.

For full information, visit www.pigierme.edu.lb

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Business Education & Training

The PIGIER Series

Short Training Programs

Effective Negotiation

Developing Leadership Potential

Modern Management

The New Manager

Turning the Key to Success: Teamwork & Teambuilding

Human Resources Management

Project Management

Business Continuity Planning

Time & Priorities Management

Business School Programs

Business Administration

Effective Negotiation

*"In negotiations, get to know what's real
and what is smoke and mirrors?"*

What is it all about?
This course is for people who want, or who need, to develop effective skills in the more complex and challenging aspects of the negotiation process. In this highly interactive course, we help you look at the negotiations process as it relates to the ongoing demands of your business plan.

Topics include:
- The nature of conflict in the business arena
- Getting prepared for negotiation
- The negotiation process, its strategies & tactics
- Negotiation styles
- An action planning conclusion

Is it for me?
Professionals from all levels, executives, managers, directors of management & operations in all sectors & industries will benefit from attending.

Developing Leadership Potential

*"A leader is best when people barely know he exists.
When his work is done, they will say: we did it ourselves."*

What is it all about?
Gain the knowledge, skills, and confidence to lead any type of organization, at any stage of its growth, through any challenge. You'll practice diagnosing the stages of team development, and adapting your leadership style accordingly.

Topics include:
- Leadership defined
- Leadership attributes & people skills
- NLP technology of achievement: creating inevitable success
- Leadership styles
- Result-based leadership

Is it for me?
For managers who need to extend their existing leadership skills to turn bold objectives into reality.

Modern Management

"Good management cannot compensate for a lack of vision."

What is it all about?
Modern managers focus their attention on three key business enablers: people, knowledge, and coherence. This course is intended to fully give participants easy-to-use tips and guidelines on how to incorporate these enablers in their daily management practices.

Topics include:
- The need for Modern Management
- Traditional v/s Modern Management Process
- Leadership & Coaching in the Modern Management Context
- The corporate strategic logic
- New measures of business success
- Managing employees in the modern management context
- Performance management

Is it for me?
For managers who need to distinguish themselves from old beaten practices.

The New Manager

"Management is about human beings. About their joint performance. About making their individual's weaknesses irrelevant."

What is it about?
As managers advance in their career, they must constantly expand their horizons and develop new skills.

Topics include:
- Effective leadership
- Setting objectives
- Institutional excellence
- Organizing the group
- Motivating & Communicating
- Measuring performance
- Developing people
- Managing intellectual property

Is it for me?
This course is designed for newly appointed managers or those who are about to get there.

Turning the Key to Success: Teamwork & Teambuilding

"It's possible to achieve almost anything,
as long as you are not worried about who gets the credit."

What is it about?
Teamwork is essential for competing in today's global arena, where individual perfection is not as desirable as a high level of collective performance, for now teams are the norm rather than the exception.

Topics include:
- Creating Team Synergy
- Enhancing Innovation in Teams
- Team Leadership
- Interpersonal Teambuilding Skills
- Solving Team Problems and Conflict Resolution

Is it for me?
This seminar is for all executives, team leaders, project managers and team members.

Human Resources Management

"The multi-challenge of turning people into champions"

What is it all about?
Today's organization demands that the HR function provide a real value-added service. This program will provide a major opportunity to review, reflect and refocus on existing practices and gain a comprehensive overview of human resources.

Topics include:
- The HR function
- Performance and job management
- Recruitment & selection
- Job & tasks analysis
- Training
- Career planning

Is it for me?
This program is designed to benefit HR professionals wishing to review their existing practices and line managers moving into the HR function.

Project Management

"Most projects require three hands."

What is all about?
Improve your ability to prioritize, organize, manage and control your work, your projects and yourself with tools and techniques that will make any assignment safer, more successful and better managed, no matter how informal your project is.

Topics include:
- Introduction to Project Management
- Project Environment
- Management Functions
- Management Framework and project life cycle
- Project Team Fundamentals
- Cost Estimation
- Risk Analysis
- Project Performance Management
- Technical Aspects of Project Management

Is it for me?
Administrators, business centers services staff, project support staff such as coordinators and project assistants will benefit from this course.

Business Continuity Planning

"If anything can go wrong, it will"

What is it all bout?
This course prepares participants for developing new and managing existing contingency planning processes and relevant documentation.

Topics include:
- Planning Model (Based on Disaster Recovery Institute International Model)
- Project Initiation & Management
- Risk Evaluation and Control and Business Impact Analysis
- Emergency Response and Operations
- Developing Business Continuity Strategies and implementing plans
- Public Relations and Crisis Coordination

Is it for me?
This course is designed for managers, contingency planners, unit managers, contingency plan auditors and others who will be involved in planning, auditing or maintaining the contingency planning process.

Time & Priorities Management

"The bad news is: time flies. The good news is: you're the pilot"

What is it all about?
Since we can't change time, we must learn how to make the most of the time we have. Add minutes to each day now!

Topics include:
- Time Management, a definition and basic concepts
- Working with MS Outlook (calendar & Task functions)
- Target your efforts on the most important tasks, learn to prioritize
- Be a goal-getter, not just a goal setter
- Identify & control time wasters
- Effectively delegate, even if you're not the boss!
- More time management tools

Is it for me?
This course is designed for all those who feel they could contribute much more to their companies and improve the quality of their lives if they gained greater control of their time, their workload & the technology they use.

BUSINESS ADMINISTRATION (BA program)
Chartered Accounting, Marketing – Sales
Administration, Hospitality Management, Business Computer

Program's main objective of these studies is to prepare students for business professional life using active teaching methods (cases and simulations). Students are prepared for the school's private degree.

**For details about the majors, courses and rules
of the three above programs, please visit
www.pigierme.edu.lb**

Short Training Programs

Essentials of Sales

The Art of Fruitful Prospecting & Winning Deals

Sales Negotiation Skills & Strategies

Client Portfolio Management

Sales & Team Management

Strategic Marketing for Sales & Profit

Powerful Communication

Customer Service & Relationship Management

The Modular Complete Course in Marketing & Sales

Business School Programs

Business Administration – Marketing & Sales major

Essentials of Sales

"Sales is something we do for people not to people"

What is it all about?
The opportunity to define and refine your existing sales techniques, going through each phase of the sales process and learning how to analyze the buyer's psychology by asking the right questions and exercising your argumentation in a customer-oriented way.

Topics include:
- The four pillars of the sales process
- Proven techniques of self-management
- Good v/s bad sales habits
- Understanding the emotional intelligence
- Traditional v/s relationship selling

Is it for me?
This course is for all persons who are in contact with customers for sales, technical, marketing or service purposes.

The Art of Fruitful Prospecting & Winning Deals
"Only those who can see the invisible can accomplish the impossible!"

What is it all about?
Selling VALUE gets easier with the right tools and a flexible structure to guide the process. This course provides the latest knowledge, skills and strategies to accomplish this goal. It helps gain awareness that the actual selling is done during a strategically designed interview structured around major closing strategies and is designed to prevent most common sales stopping/stalling objections.

Topics include:
- Prospecting strategies
- The success factors for an effective introduction
- Presenting problem solving solutions
- Effectively receiving & overcoming objections
- Dealing with difficult customers
- Structuring arguments for maximum effect
- Identifying closing signs
- Closing strategies

Is it for me?
This program is designed for people with a primary professional background who are moving into a business development, client relationship or sales role.

Sales Negotiation Skills & Strategies

"What you get by achieving your goals is not as important as what you become by achieving your goals."

What is it all about?
The principles that guide negotiations must be singularly focused on producing win-win solutions. No other option is acceptable. Openness and honesty replace posturing and deception. Trust and distrust are removed from the equation by using criteria for selecting an outcome based on mutually acceptable standards to define value.

Topics include:
- The negotiation process
- When & How to move from selling to negotiating
- Guides to principled negotiation
- Counter adversarial negotiation tactics
- Negotiation strategies

Is it for me?
This program is designed for sales executives, account or key account managers in addition to customer service representatives.

Client Portfolio Management

"If the whole world follows you, would you be pleased with where you take it?"

What is it all about?
Equip yourself with models, tools, processes and best practice to engage yourself with your larger customers on a more strategic level, in order to build towards a more profitable and sustainable relationship. Through the development of a creative, structured and value-generating account plan, you will learn to deliver win-win business solutions.

Topics include
- The portfolio management vision
- Framework for an effective account management plan
- Typing and prioritizing accounts
- Follow up techniques

Is it for me?
This course is designed for any person handling small or key sales accounts.

Sales & Team Management

"Sustained performance improvement is the ultimate management skill"

What is it all about?

The sales manager's number one responsibility is to get results through the efforts of others. His/her legacy is made and told by the extent to which he or she is able to develop a highly skilled and productive sales force. In the end nothing else will matter.

Topics include:
- Essentials of teambuilding
- Essentials of managing sales teams
- Essentials of sales management
- Critical success factors

Is it for me?

This course is designed for sales managers, account directors and all those who need a refresher in managing sales activities.

Strategic Marketing for Sales& Profit

"Spectacular achievements are always preceded by unspectacular preparation"

What is it all about?

Business marketers confront customers who have become more powerful, sophisticated, price conscious and demanding. This program reviews the insights, tools and skills which you need to deploy leadership strategies based on customer value creation and to capture sustainable competitive advantage while securing your margins.

Topics include
- Strategic marketing
  - Identifying new opportunities for market redefinition
  - Formulating a high level strategy & implementing change
  - Strategic pricing: value-based pricing
- Pricing & profit management
  - Effective pricing
  - Market analysis
  - Essential marketing pricing strategies
  - Pricing tactics: cost structures & discontinuing policies

Is it for me?

This program is designed for all those who interface with marketing on a regular basis, including sales, research & development, accounting, engineering & management.

Powerful Communication

"Sometimes, well said is better than well done"

What is it all about?
With this program, you will gain easy to use techniques that will help you produce clear and credible business communications, match your gestures to enhance the meaning of what you're saying and use high tech means to present work and results.

Topics include:
- The concepts of interpersonal communication
- Active listening techniques and Body language Interpretations
- Managing the telephone tool
- Face to face with your client – The reception phase
- Internal / External Customer: Different needs / Same importance
- Preparing and delivering high tech presentations through PowerPoint

Is it for me?
This course is designed for all managers, professionals and technical specialists whose ability to communicate effectively both within and outside the company or team is vital.

Customer Service & Relationship Management

"Customer complaints are the schoolbooks from which we learn"

What is it all about?
Simple platitudes about the customer being "number one" or providing "first class service" are no longer enough. Today, we must work on the values and skills employees need to meet or exceed the expectations of ALL their customers.

Topics include
- The basics of selling services through relationship selling
- Fundamentals of customer service
- Communication in the service process: clarity of speech, complaints…
- The tools of customer service

Is it for me?
This course is designed to all front people in the organization, sales executives and all those who have to deal with a customer situation.

Sales & Marketing: The Complete Program

What is it all about?
The course aims at sharpening sales and marketing techniques in an environment where customer – supplier relationships are affected by the greater power of larger and more professional buying organizations.

Course Modules:

The Art of Fruitful Prospecting & Winning Deals

Advanced Word & Excel

Powerful Communication

Sales Negotiations & Strategies

Time & Priorities Management

Customer Service & Relationship Management

Client Portfolio Management

Sales & Team Management

Accounting & Budgeting

Strategic Marketing for Sales & Profit

Is it for me?
This program is designed to serve the needs of newly appointed sales representatives and / or marketers and experienced sales representatives who need to brush up their skills in some areas.

The 90-hour packaged program can also be taken either in its integrity or by module.

Short Training Programs

Managing Activities & Files

Managing Team Projects

Planning, Controlling & Follow-up

Advanced Business Correspondence

Focusing on Success

Comprehensive Executive Skills

The Modular Complete Course in Executive Assistance

Business School Programs

Business Administration – Administration major

Managing Activities & Files

"Don't tell us how good you are, let us find it out"

What is it all about?
As a management assistant, you need to improve your ability to equip yourself with the tools and techniques to manage your office systems effectively, as well as focus on the skills to manage the workload of people you work with.

Topics include:
- Managing mail and correspondence
- Organizing and preparing meetings and events
- Managing relations with suppliers
- Managing corporate files & archives
- Managing personnel files and issues

Is it for me?
This course is designed for all management assistants, whether newly appointed or who just need to freshen brush up their existing skills.

Managing Team Projects

"Strength lies in differences, not in similarities"

What is it all about?
Improve your ability to prioritize, organize, manage and control your projects and learn how to adapt your approach, acquire new skills as well as handle projects more efficiently.

Topics include
- Projects definition & dynamics
- Visualizing the realization
- Elaborating a project, The crucial success factors
- Constructing the project step by step
    - Establishing the sub objectives
    - Planning execution & Establishing control milestones
- The communication & information process
- The execution phase
    - Follow-up & control, Analysis of results and gaps & Corrective measures

Is it for me?
This course is designed for management assistants performing non-technical assignments and administrative projects.

Planning, Controlling & Follow-up

"Failing to Plan...Is Planning to Fail!"

What is it all about?
Applying the big time concepts of project management will not help anymore. This is why there are tools and techniques that will make any assignment safer, more successful and better managed... Discover them now!

Topics include
- Planning a project
    - Tasks, phases, resources, critical path, graphs & charts
    - Breakdown in tasks, Planning of resources
    - Costs, and margins of errors
    - PERT, GANTT charts & calculations
- Control & Follow-up tools, Deadlines & Dashboards
- Gaps & Corrective Actions, Follow-up charts

Is it for me?
This course is designed for all management assistants and anyone else who carries out assignments.

Advanced Business Correspondence

"If you cannot convince them, don't confuse them"

What is it all about?
Get easy-to-use tips and guidelines that work on the job every time and master simple rules and how-to's that are always appropriate and correct for even the most difficult times.

Topics include:
- Upbeat and to the point letters and Fast action-getting memos
- Immediate attention and support getting proposals
- Planning the contents of your message and Composing your message
- Common rules to follow when composing sentences
- Choosing the right tone
- Finishing a letter as strongly as beginning it

Is it for me?
This course is designed for all management assistants, executive secretaries and administrative assistants who would like to develop the fundamental skills needed to write quickly, persuasively and successfully for business.

Focusing On Success

"You can't meet today's business challenges

With yesterday's strategies & techniques"

What is it all about?
Learn how to improve your ability to better manage time, communications & people. This program helps you to be a more efficient and satisfied management assistant in these challenging times.

What is it all about?
- From yesterday's secretary to today's assistant
- Job combinations
- Organization & Time management
- New Information & Communication Techniques
- Working with Internet

Is it for me?
This seminar is for experienced and ambitious administrative assistants who wish to increase their effectiveness and value to their managers & organization, while enhancing their own job satisfaction and personal development.

Comprehensive Executive Skills

What is it all about?
This program constitutes a wrap-up of the Executive Assistance: The Complete Course program, in which participants prepare and present a project based on all the skills they acquired throughout the program.

Executive Assistance: The Complete Course

What is it all about?
This 10-week program provides management assistants with all the skills needed to become a more effective member of the top management team, and learn how to contribute more effectively to the success of the company while understanding how to improve their chances for professional growth.

Course Modules:

Managing Activities & Files

Advanced Word & Excel

Powerful Communication

Advanced Business Correspondence

Time & Priorities Management

Customer Service & Relationship Management

Managing Team Projects

Planning, Controlling & Follow-up

Accounting & Budgeting

Comprehensive Executive Skills

Is it for me?
This program is designed to serve the needs of all newly appointed administrative assistants and experienced management assistants who need to refresh their notions of assistantship.

The 90-hour packaged program can also be taken either in its integrity or by module.

Hospitality & Tourism Professional Training

"If everything seems to be going well, you have obviously overlooked something."

What is it all about?
Pigier offers Hotels & Tourism professionals the possibility of polishing essential knowledge and skills in the various fields of the industry through in-house seminars.

Topics include:
- Effective Purchasing Management
- Nutrition & Dietetics
- Catering Management
- Advanced Information Systems in Tourism
- Service Quality in Hospitality Organizations
- Sales & Marketing for Hotels & Tourism
- Event Management
- F&B Production Management
- Cost Controls in Hospitality
- Design of Tourism Packages

BUSINESS ADMINISTRATION
Hospitality Management, Tourism Management

Program's main objective of these studies is to prepare students for professional life in the hotels and tourism sectors using active teaching methods (cases and simulations). Students are prepared for the school's private degree.

Accounting & Finance Series

Short Training Programs

The Bourse from A to Z

From Operations to Financial Reports

End of Year Accounting Operations

Result-Oriented Inventory Management

Dynamic Receivables & Payables Management

Costing at the Service of Performance

Planning & Budgeting the Future Ahead

Financial Analysis & Business Growth

New Projects Evaluation

Business Financing & Rewards Investing

Accounting for Corporate Life

Accounting & Budgeting

Banking & Insurance Series

The Modular Complete Course in Accounting & Finance

Business School Programs

Business Administration – Accounting & Finance major

The Bourse from A to Z

"Money is better than poverty, if only for financial reasons."

What is it all about?
This program offers you the opportunity to learn the essentials and much more about stocks, bonds and investment strategies.

Topics include:
- Financial Markets and Financial Instruments
- The Stock Exchange
- The Economic Environment
- Selecting and Evaluating Companies
- Using Financial Information
- Portfolio Management
- Sector and Pyramidal Portfolio Construction
- Introduction to Technical Analysis
- Options and Warrants
- Overview of Financial Real Estate

Is it for me?
Whatever your age, experience and educational background, this seminar will help you on both private and professional levels.

From Operations to Financial Reports

"Experience is the best teacher."

What is it all about?
This course is designed to provide participants with accounting fundamentals in a stimulating & easy-to-follow manner. You will in fact discover the importance of numbers and how they relate to corporate objectives.

Topics include:
- Purpose and nature of accounting
- Accounting and business decisions
- Accounting principles and equation
- General journal: illustration of entries
- Recording transactions in ledger accounts
- Chart of accounts
- Trial balance
- Financial & other statements

Is it for me?
This course is designed for non-financial people who need an understanding of the key financial principles.

End of Year Accounting

"When money follows results – we will get more results for our money."

What is it all about?
This course is designed to help participants understand how the complete accounting cycle is presented and end-of-period financial reports are prepared.

Topics include:
- Accrual basis of accounting.
- Types of entries (adjustment, Closing…)
- Determining the cost of fixed assets.
- Depreciation and scrap value
- Bank accounts reconciliation (whys and how's)
- Reduction in value of inventories
- Preparing an adjusted income statement, and classified balance sheets
- Completion of the accounting cycle. Preparing worksheets

Is it for me?
This course is designed for all people who would like to gain better control and understanding of end-of-year accounting operations.

Result-Oriented Inventory Management

What is it all about?
The seminar basically covers forecasting and demand management, fundamentals of inventory management, replenishment order quantities and independent demand ordering systems.

Topics include:
- Types of inventories
- Determining cost of goods sold and ending inventory under periodic system
- Valuing inventories at end of year and preparing provisions
- Calculating inventory turnover ratios and the average age of inventory.
- Economic Order Quantity: how much and when to order.
- Safety stock
- Determining carrying and ordering costs.

Is it for me?
This seminar has been designed for those employees in the supply chain that manage and control independent demand items, that is, finished products and distribution inventories.

Dynamic Receivables & Payables Management

"The Ultimate Cash Management Strategy"

What is it all about?
Learn what is involved in the credit control of new and existing customers and describe ways of shortening the receivables conversion period. Understand how to manage your payables to maximize the credit period without affecting supplier goodwill.

Topics include:
- Accounting for notes receivable
- Credit terms management
- Cash & trade discounts
- Discounts allowed and discounts received
- Allowance for doubtful accounts
- Computing uncollectible accounts
- Recovery of an account receivable previously written off
- Notes payable issued to banks and suppliers
- Monitoring accounts receivables

Is it for me?
This course is designed for all those who would like to gain better control over how corporate moneys come and go.

Costing at the Service of Performance

What is it all about?
This course is designed to introduce participants to the vocabulary of cost accounting, the techniques of cost accumulation and provide opportunities for applying cost accounting concepts to business decisions.

Topics include:
- Cost accounting concepts and systems
- Overheads & allocation methods
- Breakeven analysis
- Cost / volume / profit analysis
- The job order cost system
- Cost behavior
- Budgeting and standard costs

Is it for me?
This practical course is designed for those who will be required to utilize financial information to prepare specialized reports for management decision making.

Planning & Budgeting, the future ahead

A Step by Step Approach to Creating Budgets

What is it all about?
This program is designed to provide non-financial managers with a working knowledge of performance reporting and financial performance planning.

Topics include:
- Nature of budgets
- Developing the master and the company's sub-budgets
- Cost of goods sold, selling expenses and administrative expense budgets
- The cash budget, collections and other cash receipts, cash disbursements and budgeting procedures.

Is it for me?
The course is intended for business professionals engaged in budgeting, financial planning, profit planning, and control.

Financial Analysis for Business Growth

A Guide to Better Evaluate Vital Financial Indicators

What is it all about?
This course is designed to help participants review proven analytical tools and develop a keen understanding of how and when to use them to improve their company's profit picture.

Topics include:
- The scope and purpose of financial analysis
- Ratio analysis: Liquidity, Activity, Leverage, Profitability & Market value ratios
- Vertical analysis
- Nature and purpose of classifications in financial statements
- Financial statement items as percentage of totals
- Horizontal analysis
- Financial statement items as indexes relative to a base year
- Analyzing financial statements from different perspectives

Is it for me?
This course is for all managers, both financial and non-financial, and is especially valuable for those who want to see how finance is integrated into strategy.

New Projects Evaluation

What is all about?
This course ensures that a comprehensive process is used to estimate project cost with an appropriate level of detail.

Topics include:
- Measuring cash flows, initial investment, incremental cash inflows, and terminal cash flow
- Methods for evaluating investment projects
- Payback period
- Accounting rate of return (ARR); Net present value (NPV); Internal rate of return (IRR)
- Linear programming

Is it for me?
This course is designed for financial and non-financial professionals who need to understand how investments projects are evaluated.

Business Financing & Rewards Investing

What is all about?
This course guides the financial professional though the art of financing and investing by exploring all aspects related to financing & investment management.

Topics include:
- Working capital concepts and management
- Classification of working capital
- The requirement for external working capital financing
- Financial planning and control
- The cash conversion cycle
- Marketable securities
- The cost of bank loans (Prime rate, LIBOR, …)

Is it for me?
This course is designed to suit the needs of all managers involved in making investments.

Accounting for Corporate Life

What is it all about?
This course is designed to expose participants to the different legal aspects of different types of company set-up, management and liquidation, company valuation, equity transactions, mergers and liquidations.

Topics include:
- Basic characteristics of partnerships
- Accounting for the formation of a partnership
- Preparation of income statements for partnerships
- Differences between sole proprietorship and partnership result accounts.
- Accounting for a new partner, for the retirement of a partner.
- Various methods used in partnership liquidation.
- Pros and cons of organizing a business as a corporation
- Differences in balance sheet presentation of equity between a corporation and a sole proprietorship
- Earnings, distribution, dividends, etc.

Is it for me?
This course is designed to meet the needs of all managers needing a complete road map to corporate finance and newly appointed accounting executives.

Accounting & Budgeting

What is it all about?
Improve and develop your accounting awareness and knowledge through this informational module. Management assistants, executive secretaries and key people, don't wait any longer to help plan, measure and control accounting performance better now.

Topics include:
- Basic Accounting
- Cost analysis
- Profits & Margins

Is it for me?
This course is intended to introduce basic operating accounting principles and concepts to administrative assistants and sales representatives.

The Banking & Insurance Series

What is it all about?

Pigier offers banking and insurance institutions and professionals the opportunity to develop knowledge, know-how and skills related to their activities.

Topics include:
- Overview of Modern Banking
- Overview of the Insurance Industry
- Credit Analysis: brush-up your approach
- Marketing for Banking & Insurance
- Selling Skills for Bankers
- Selling Insurance the Decent Way
- Negotiating Insurance: the Customer's side
- Customer Service in Banking and Insurance
- Accounting for Bank Operations
- Financial Markets Operations
- Trade Finance Operations
- Trade Finance Instruments
- Understanding Financial Instruments
- Hedging Financial Risks
- Investment Tools

Accounting & Finance: The Modular Complete Course

What is it all about?
The course aims at providing all types of managers with the vital business accounting and finance tools. The course is to develop those essential skills that will help them succeed, whether they are involved in marketing, sales, production, administrative activities or business development.

Course Modules:

From Operations to Financial Reports

End of Year Accounting Operations

Result-Oriented Inventory Management

Dynamic Receivables & Payables

Costing at the Service of Performance

Planning & Budgeting the Future Ahead

Financial Analysis & Business Growth

New Projects Evaluation

Business Financing & Rewards Investing

Accounting for Corporate Life

Is it for me?
This program is designed to serve the needs of newly appointed accountants and financial managers and experienced accounting and finance people who need to brush up their skills in some areas.

The 90-hour packaged program can also be taken either in its integrity or by module.

Short Training Programs

Introduction to Windows, Word & Excel

Intermediate Windows, Word, Excel & Internet

Advanced Word, Excel & PowerPoint

Mastering the Computer System Environment

Creating Professional Electronic Documents

Creating & Managing Professional Spreadsheets

Creating Powerful Slide Shows

Managing Information Using Databases

Reporting & Navigating Thru Databases

The Modular Complete Course in Computers & IT

Business School Programs

Business Computer

Introduction to Windows, Word & Excel

"To err is human; to really foul things up requires computers"

What is it about?
This level is designed to acquaint the trainee with the computer and the Windows operating system as well as the basic tasks that can be performed under Microsoft Word and Excel applications.

Topics include:
- The elements & components of a computer
- Memory & capacity
- Working under Windows
- Introduction to Word; Menus, commands & functions
- Introduction to Excel; Menus, commands and functions
- Basic formatting and calculations

Is it for me?
This course is designed for all those who would like to start using computers.

Intermediate Windows, Word, Excel & Internet

"Getting information from the internet
Is like getting a glass of water from the Niagara Falls"

What is it all about?
This level provides trainees with a better understanding of how to adapt the computer to their work and manage the input information according to the needed output, in addition to internet surfing.

Topics include:
- The desktop, its elements and its management
- Windows explorer and shortcuts
- Text processing plus formatting & layout
- Working with Word templates
- Managing Excel worksheets and Spreadsheet formatting
- Recopying formulas
- Internet Overview & terminology, Browsing & Surfing, E-mail

Is it for me?
This 2nd level of computer training is designed for all those who know how to use a computer but would like to start gaining control over the machine.

Advanced Word, Excel & PowerPoint

"In solving problems, your only limit is your imagination"

What is it all about?
This level is designed to help trainees gain full control over their computer and optimize the usage of basic applications, including designing and managing presentations.

Topics include:
- Managing graphics & objects in Word documents
- Managing the "Autotext" option
- Mail merge
- Creating & inserting Excel charts
- Managing databases
- Pivot table reports
- Conditional formatting & advanced functions & formulas
- Working with macros
- Preparing PowerPoint presentations
- Working with animations

Is it for me?
This 3rd level is designed for experienced computer users.

Mastering the Computer System Environment

What is it all about?
This program will help participants to make the most effective usage of their computer, manage their time & information files more easily and share information with others.

Topics include:
- The elements & components of your computer
- Personalizing your computer
- Using the "Start Up" folder
- Monitoring the performance of your computer & trouble shooting
- Handling & archiving e-mail messages
- Servers and Networking

Is it for me?
This program is designed for all those who feel they need to get a better control of their machine.

Creating Professional Electronic Documents

"I listen, I forget; I see, I recall; I do, I understand"

What is it all about?
This course provides the learner with the core skills necessary to efficiently use Microsoft's premiere word processing program.

Topics include:
- Editing & proofreading documents
- Working with graphics
- Auto text & autocorrect; endnotes, footnotes, captions & cross-references
- Organizational charts
- Tables of contents & indexes
- Mail & document merge and hyperlinks
- Templates & Macros

Is it for me?
This course is designed for administrative assistants, secretaries and any other person whose workload happens to require mastering the "Word" application.

Creating & Managing Professional Spreadsheets

What is it all about?
This sequence provides the user with the core skills necessary to efficiently use Microsoft Excel 2000, Microsoft's popular spreadsheet program.

Topics include:
- Spreadsheet formatting, layout & presentation of data
- Working with graphics and diagrams
- Auto Format & Conditional formatting
- Managing cells & columns
- Advanced functions
- Creating pivot tables & charts
- Creating & showing scenarios
- Using goal seek & solver and the analysis tool pack

Is it for me?
This course is designed for administrative assistants, secretaries and any other person working with databases, numbers and statistics.

Creating Professional Slide Shows

"A Hands-On It Course!"

What is it all about?
This course provides a complete set of tools for creating powerful presentations. Organize and format your material easily, illustrate your points with your own images, or clip art, and even broadcast presentations over the Web.

Topics include:
- Creating presentations
- Transitions & animations
- Managing objects, pictures and sounds in a presentation
- Action buttons
- Broadcasting presentations
- Getting started with Macromedia Breeze
- Macromedia Flash

Is it for me?
This course is designed for trainers, managers, teachers, administrative assistants and all those who would like to present their results or projects in a powerful convincing visual fashion.

Managing Information Using Databases

"Simply because our memory cannot keep it all in..."

What is it all about?
This program is designed to help trainees get to know and work with databases, simplify data entry using forms and locate and extract specific information.

Topics include:
- Exploring database objects
- Creating & defining field types
- Using validation rules to restrict data
- Importing & exporting information & data
- Creating, exploring & managing forms

Is it for me?
This course is designed for all administrative or commercial assistants, sales representatives, customer service personnel, and all employees who need to create and maintain databases, whether of customers or products.

Reporting & Navigating Thru Database

"The Art of Exploiting Your Information"

What is it all about?
This course is designed to help trainees develop advanced skills for creating and managing databases, define and implement structures that are most commonly used in businesses and use advanced techniques for entering and extracting information.

Topics include:
- Creating & modifying relationships
- Different types of queries & how to create them
- Creating & exploring reports
- Backups
- Compacting & repairing databases

Is it for me?
This program will benefit all those who know but still need to master their database management skills.

Information Technology: The Modular Complete Course

What is it all about?
This course aims at providing all persons with the essential tools needed to unveil all the hidden secrets of information technology tools.

Course Modules:

Mastering the Computer System Environment

Creating Professional Electronic Documents

Creating & Managing Professional Spreadsheets

Creating Powerful Slide Shows

Managing Information Using Databases

Reporting & Navigating Thru Databases

Is it for me?
This program is designed to serve the needs of any person who wants to master the computer tool, any newly appointed IT employee and experienced IT people who need to brush up their skills in some areas.

The 90-hour packaged program can also be taken either in its integrity or by module.

BUSINESS COMPUTER

Program's main objective of these studies is to train professional computer specialists capable of creating and managing business information systems prepare students for business professional life using active teaching methods (cases, labs, projects and simulations). Students are prepared for the school's private degree.

Program Courses

Accounting - Law - Economics – Business Organization – Marketing – Computer Systems - Computer Skills - Math – Business Math & Statistics – Business English – Professional Communication – Advanced Computer Systems - Methodology – Algorithmics - C Language – Data Bases (Access) - Visual Basic – Advanced Computer Skills – Applied Math – Operational Research – Cost Accounting – Labor & Corporate Law – Human Resources Management – Advanced Quantitative Techniques - Information Systems – Data Bases (Oracle) – Networks – Internet Applications (HTML) – Object Oriented Programming (Java) – Software Engineering – Operating Systems (Windows NT – UNIX) – Project

Business French / Le Français des Affaires

Objectifs
Ce programme est conçu pour rendre les participants opérationnels au niveau de la production des différents documents professionnels en français.

Thèmes couverts
- Les différents types de courrier professionnel
- Rédaction de courriers type
- Préparation de présentations
- Préparation d'entretiens téléphoniques

Public Visé
Toute personne, quel que soit son niveau hiérarchique, désireuse de combler ses lacunes dans le domaine de la correspondance professionnelle.

Business English

What is it all about?
This program is designed to provide participants with the necessary skills to produce professional English documents & correspondence.

Topics include:
- **Business English**
  - Introducing a company
  - Buying & selling
  - Sales documentation
  - Foreign exchange
  - Letters of credit
- **Business / Commerce**
  - Types of business documents
  - Job advertisements
  - Telephone enquiries
  - Business letter format & terminology
  - Oral / written presentation
  - Memorandum
  - Pricing & giving quotations

Is it for me?
This program is useful for all those who need to brush up their writing & corresponding techniques in English.

Les Origines

Gervais PIGIER a fondé sa première Ecole de Commerce en 1850, à Paris. Il y formait de façon pratique aux métiers de l'entreprise. Le succès de ses méthodes fut tel que de nombreuses écoles Pigier furent créées et franchisées en France puis à l'étranger (Alexandrie – Egypte en 1912, Athènes - Grèce en 1916, Beyrouth – Liban en 1920, …).

Le Système

Tous les programmes et stages Pigier sont pratiques et centrés sur l'acquisition de compétences et de savoir-faire professionnels. La pédagogie est active, basée sur les études de cas et les simulations. Les langues utilisées pour l'enseignement et la formation continue sont l'anglais, l'arabe et / ou le français.

Les Programmes Courts (formation continue)

Ils durent quelques heures à quelques jours. Conçus pour s'adapter aux contraintes des stagiaires, ils sont menés de diverses façons : stage public ou intra-entreprise, programme standard ou sur-mesure, dans les centres Pigier ou en entreprise.

Les Cours Complets Modulaires

Ils permettent de donner en quelques semaines une formation globale à l'une des fonctions de l'entreprise. Ils sont formés de modules indépendants. Chaque module couvre en une semaine un aspect spécifique de la fonction concernée.

Les Programmes Longs (formation initiale)

Ils visent à préparer en une ou plusieurs années aux diverses carrières de la gestion des entreprises. Ils sont souvent adossés aux programmes des universités partenaires, permettant ainsi à leurs étudiants de préparer à distance les diplômes de ces universités (aux niveaux de Licence et de Master).

**Pour des informations détaillées, visitez notre site
www.pigierme.edu.lb**

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Les Programmes Courts

Management
La Négociation Efficace
Leadership
Management Moderne
Le Nouveau Dirigeant
Travail d'Equipe
Gestion des Ressources Humaines
Gestion de Projets
Gestion de la Continuité
Gestion du Temps et des Priorités

Marketing - Vente
Techniques de Vente
Prospection et Conclusion
Stratégies de Négociation
Gestion du Portefeuille-Clients
Gestion Commerciale
La Communicace Efficace
Le Service Clientèle

Administration
Administration et Archivage
Suivi des Travaux d'Equipe
Planification et Contrôle
Correspondance Commerciale
L'Accent sur la Réussite
Les Compétences Globales
Les Langues

Comptabilité – Finance
La Bourse de A à Z
Rapports Comptables
Travaux d'Inventaire
Gestion des Stocks
Gestion des Comptes et Effets
Comptabilité de Gestion
Budgets et Prévisions
Analyse Financière
Evaluation de Projets
Gestion Financière
Comptabilité des Sociétés
Comptabilité et Budgets
Banque et Assurance

Informatique - Bureautique
MS Office – Débutant
                    – Perfectionnement
                    - Avancé
Maîtrise de l'Environnement
Les Documents Pro
Les Tableurs Pro
Les Présentations Pro
Les Bases de Données
BDD – Exploitation

Hôtellerie – Tourisme
Les Formations Intra

Les Cours Modulaires Complets

Marketing – Vente
Administration

Comptabilité - Finance
Informatique - Bureautique

Les Programmes Longs

Gestion des Entreprises – options :
- Management
- Marketing – Vente
- Hôtellerie - Tourisme
- Administration – RH
- Comptabilité – Finance
- Informatique de Gestion

البرامج التدريبية القصيرة المدى

المحاسبة والمال

- البورصة من الألف إلى ...
- المحاسبة والبيانات المالية
- عمليات الجردة المحاسبية
- إدارة المخزون المنتجة
- إدارة الحسابات الدائنة والمدينة
- المحاسبة التحليلية المجدية
- التخطيط المالي والموازنات
- التحليل المالي
- تقييم المشاريع
- الإدارة المالية
- محاسبة الشركات
- المحاسبة والموازنات
- الأعمال المصرفية والتأمين

المعلوماتية وأنظمة المعلومات

- MS Office (مبتدئ)
- MS Office (متوسط)
- MS Office (متقدم)
- التحكم من المحيط المعلوماتي
- الملفات الألكترونية
- البيانات الألكترونية المهنية
- العرض الألكتروني المثير
- إدارة أنظمة المعلومات
- استعمال واستثمار أنظمة المعلومات

الإدارة الفندقية والسياحية

- برامج خاصة للمؤسسات

البرامج الإدارية

- التفاوض الفعال
- تطوير القدرات القيادية
- الإدارة الحديثة
- المدير الجديد
- العمل الجماعي
- إدارة الطاقات البشرية
- إدارة المشاريع
- تخطيط إستدامة المؤسسة
- إدارة الوقت والأولويات

التسويق والبيع

- أصول البيع
- فنون الإستطلاع وإتمام البيع
- إستراتيجيات التفاوض التجاري
- إدارة الزبائن
- إدارة المبيعات
- التواصل الفعال
- خدمة الزبائن وإدارة العلاقات

التنفيذ الإداري

- إدارة النشاطات والملفات
- إدارة مشاريع فريق العمل
- التخطيط والإشراف والمتابعة
- المراسلة التجارية المتفوقة
- التسليط على النجاح
- الكفاءات التنفيذية المتكاملة
- اللغات

البرامج المتكاملة المتوسطة المدى

- المحاسبة والمال
- تقنيات المعلومات

- التسويق والبيع
- الإدارة التنفيذية

برامج إدارة المؤسسات

- الإدارة والطاقات البشرية
- المحاسبة والمال
- المعلوماتية الإدارية

- اختصاص الإدارة العامة
- التسويق والبيع
- الإدارة الفندقية و السياحية

نبذة تاريخية

أسس Gervais Pigier معهده الأول في باريس في سنة 1850. وكان يعلّم مهن الإدارة والتجارة بطريقة عملية جدا". فلاقت أساليبه النجاح السريع وانتشرت معاهده في فرنسا ومن ثم في خارجها (الإسكندرية – مصر في 1912، أثينا – اليونان في 1916، بيروت – لبنان في 1920، ...).

أساليب التدريب والتعليم

تركز مجموعة بيجيه على التقنيات والكفاءات المهنية المطلوبة في سوق العمل. وتستعمل لذلك أساليب تربوية ترتكز على تقارب تعليمي مبني على الحالات والنقاش. وتعلم البرامج التدريبية والتعليمية في اللغات الأنكليزية والعربية أوالفرنسية.

البرامج التدريبية القصيرة المدى

مدتها تتراوح بين بضع ساعات وبضعة أيام. وتغطي موسوعة من البرامج تتلاءم مع متطلبات الحياة العملية. تقدم البرامج في مراكز بيجيه أو في المؤسسات بمحتوى جاهز أو مصاغ حسب طلب المؤسسة لتغطية مختلف المواضيع المتعلقة باالمؤسسات وإدارتهم.

البرامج المتكاملة المتوسطة المدى

تدوم حوالي ثلاثة أشهر وتغطي برامجها المهارات المتعلقة بمهنة معينة أو شق معين من الأعمال الإدارية. وكل برنامج مؤلف من عدد من البرامج الأسبوعية المتكاملة الممكن متابعتها بطريقة مستقلة.

البرامج التعليمية الطويلة المدى

هدفها تهيئة كاملة ومعمقة للمهن الإدارية. وتستند بالعادة إلى برامج الجامعات المشاركة وتسمح لطلابها بتحضير الشهادات العالية التي تصدرها هذه المؤسسات الأجنبية على مستويات الإجازة والماجيستر.

لمعلومات كاملة، الرجاء زيارة موقعنا **www.pigierme.edu.lb**

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PIGIER Φ

your guide to
Business Education
& Training

دليلك إلى البرامج التدريبية
والتعليمية