

## 21<sup>st</sup> Century Management and Marketing - Concept

This updated program will enable our students to master public relations, modern communication techniques, leadership, creative and innovative ways of thinking as well as other skills needed for a successful career in today's rapidly developing environment.

The program provides a certification training course entitled as **The Formula for Success**. This course will allow students to get familiar with new linguistic programming secrets. In addition this course will also help students understand themselves better and how they relate to the outside world allowing them to negotiate successfully with others and quickly adapt to the fast changing environment. In a competitive market, where the number of job applicants greatly exceeds the number of available positions, these practical skills will be a great advantage for our students which will increase their chances of success.

This program takes into consideration these practical elements and offers students a comprehensive approach. With the knowledge they gain they will be able to manage emotions, seek original ways to solve problems, build positive attitudes and find their individual formula for success.