

- 
- ★ Reach your **SMART** target
  - ★ Design your operational business plan

Do you want to create your own business?  
Do you want to help your company grow?

## Executive Certificate in Entrepreneurship and Business Growth Program Through Serious Games

The Professional Training Center of USJ is delighted to introduce for the first time ever the concept of Entrepreneurship through Serious Games in collaboration with TWiLY and EC<sup>2</sup>. This Program will help actual and future entrepreneurs to develop their business.

 **Registration link: click here**

✓ Then this certificate is for **YOU!**

-  **Date:** November 2023 to January 2024
-  **Modality:** Online on Zoom Platform + two sessions in-person
-  **Main Language:** English
-  **Cost per participant:** 900 USD
-  **Number of participants:** Limited to 20 participants



# 1

# BUSINESS PLAN THROUGH TWILY BUSINESS

## Serious Games



**Date: November 4, 2023**

**Time: from 9:00 AM to 5:00 PM**

Modality: In person



Innovation and Sports Campus – Building B  
1<sup>st</sup> Floor - CFP training room (Michel Ghazal)

### At the end of the session, participants will be able to:

- Create a business plan that is ready to be implemented or develop an existing one
- Pitch their idea

### Key concepts:

Twily Business is the first board game on the Lebanese market that aims to help Professionals create or develop an operational Business plan.

### Speaker



**Nora Berbary** is a DBA researcher in Entrepreneurship and Ecological transition at ESA 7 IAE Nice France. She holds an MSc in marketing from Grenoble Business School and a certification in Emotional Intelligence and Leadership from HEC. Nora has more than 17 years of professional experience on the French and Lebanese markets. She is a designated referral consultant next to the Chamber of Commerce and Industry (CCI) - Occitanie France. In 2017, she founded Twily on the French market; Twily has three core activities: consulting, training and developing its in-house serious games. Nora is also a speaker next to the most reputable French Business schools, she was named “Femme Francophone Entrepreneur of the year 2022”. Nora is an expert trainer at the Professional Training Center of USJ.



**Nicolas Berberi** holds an Executive MBA from Paris Dauphine, Sorbonne Business School and USJ. He conducted a successful career in finance and banking for the past 12 years. As an award for his seriousness, dedication and passion for finance, BESEC SAL has named him « Associate Partner ». Today, and beside his main activity, Nicolas, leads successfully the financial consultancy department at Twily. Nicolas is an expert trainer at the Professional Training Center of USJ.

# 2

# CLIENT JOURNEY

## Persona



**Dates: November 7 & 9, 2023**

**Time: from 5:30 PM to 8:30 PM**

Modality: In person

### **At the end of the session, participants will be able to:**

- Draw their client journey, profile, behavior and expectations
- Adapt their product or service according to their consumers demand
- Choose their communication tools according to their customers

### **Key concepts:**

- Avatar tools that will help humanize your persona
- Persona tools to market, sell, and serve better

### **Speaker**



**Mary Ann Barbour Rassi** is also an associate professor at the Business and Management faculty -USJ and is a BBA program coordinator for the Bachelor in Business administration degree (English section) with almost 20 years of managerial experience with international leading companies in Lebanon, Paris and the US. Her teaching and training experience vary from marketing, management and soft skills to creating business strategies. Her research and writing experience are rooted in the field of electronic business such as e-marketing and e-management and more specifically in developing economies. Mary Ann is an expert trainer at the Professional Training Center of USJ.

# 3

## BCG MATRIX

### The Treasure

 **Dates: November 14 & 16, 2023**

**Time: from 5:30 PM to 8:30 PM**

 **Modality: Online (Zoom Platform)**

**At the end of the session, participants will be able to:**

- Draw their own BCG matrix
- Fix their product strategy
- Develop the best product or service offers

**Key concepts:**

BCG Matrix and its analysis

#### Speaker



**Luigi Cavallito** who was born in Torino (Italy) and raised around the world, is now based in Beirut and working with COSV on the advancement of social entrepreneurship in Lebanon. He is an artist, a Global Shaper (WEF), a Social Entrepreneur and a C-level strategist with 15+ years of experience in media, strategy, business and communication for corporations, foundations and public authorities. He is committed to improve the state of the world with creativity, inspiration and practice. Luigi is an expert trainer at the Professional Training Center of USJ.

# 4

# DIGITAL MARKETING

## Connection

 **Dates: November 21 & 23, 2023**

**Time: from 5:30 PM to 8:30 PM**

 **Modality: Online (Zoom Platform)**

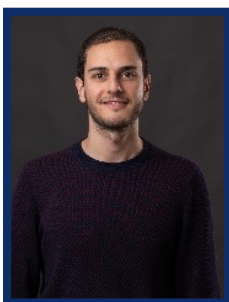
### At the end of the session, participants will be able to:

- Get introduced to all digital marketing channels (SEO, SEM, Social Media & Email Marketing)
- Determine the strengths of each channel to know which channels to select based on participants' business idea and resources

### Key concepts:

- Usage of digital marketing channels
- One to one coaching on the communication support and strategy

### Speakers



**Wadiah Antoun** is a Computer Engineer, Marketer and Tech Enthusiast. He graduated from AUB as a Computer & Communications Engineer. He worked for Nokia-Siemens-Networks before joining Master Capital Group, a financial institution and the exclusive distributor of FXCM, a publicly-traded company. He co-founded Spearhead in 2013 where he now serves as Managing Director. As of September 2019, he is also an Instructor of Digital Marketing at Saint Joseph University of Beirut. He also acts as UNDP Lebanon's Digital Marketing Consultant as of March 2020. At Spearhead, in addition to the day to day management, he is responsible for helping brands reach their full potential in the digital world through their online presence and third-party platforms like Google Ads, social media and email marketing. Wadiah is an expert trainer at the Professional Training Center of USJ.



**Stéphanie Daoud** holds a Master's Degree in graphic design. Born and raised in Paris, Stéphanie let her Lebanese identity express itself by creating « iGrec ». A graphic design agency that operates on the French and Lebanese markets. « iGrec » is known for its customized services such as logo creation, brand identity elaboration or marketing support designs. Today, TWiLY trusts iGrec to design their serious business games such as TWiLY Business. Stéphanie is an expert trainer at the Professional Training Center of USJ.

# 5

# CANVAS OR LEAN CANVAS

## Road Map



**Dates: November 28 & 30, 2023**

**Time: from 5:30 PM to 8:30 PM**



**Modality: Online (Zoom Platform)**

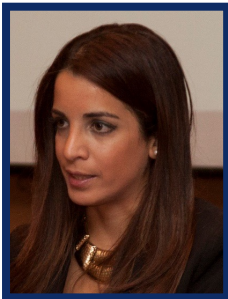
### **At the end of the session, participants will be able to:**

- Fix their business ideas and targets
- Find out what customers need..
- Launch a minimum viable product.
- Evaluate and test the product, concept and strategy

### **Key concepts:**

- Lean Canvas

### **Speaker**



**Ursula El Hage** is Director of the Career and Placement Office and the Entrepreneurship Center at Saint Joseph University in Beirut, member of the board of The Rural Initiative, and EFQM Global Award Assessor. She has over 10 years of experience in Entrepreneurship and Quality Management. She assessed over 100 organizations in 10 countries from private, public, and educational sectors going from 2 to 40.000 employees and supported over 50 entrepreneurs in their grown plan. Previously, she headed the Innovation Office at the Presidency of the Republic of Ecuador. She was director of a quality management agency and a social entrepreneurship program for which she was awarded Honorary Citizenship of Ecuador. She holds an Executive Doctorate in Business Administration from Paris Dauphine University-USJ and certifications from EFQM, Stanford and Harvard. Ursula is an expert trainer at the Professional Training Center of USJ.

# 6

# FINANCIAL STRATEGY

## Money



**Dates: December 5 & 7, 2023**

**Time: from 5:30 PM to 8:30 PM**



**Modality: Online (Zoom Platform)**

### **At the end of the session, participants will be able to:**

- Take a decision about their investment strategy
- Set a financial goal and financial strategy

### **Key concepts:**

- Investment options on the local and international markets
- Financial tools and applications

### **Speaker**



**Nicolas Berberi** holds an Executive MBA from Paris Dauphine, Sorbonne Business School and USJ. He conducted a successful career in finance and banking for the past 12 years. As an award for his seriousness, dedication and passion for finance, BESEC SAL has named him « Associate Partner ». Today, and beside his main activity, Nicolas, leads successfully the financial consultancy department at TWiLY. Nicolas is an expert trainer at the Professional Training Center of USJ.

# 7

## ELEVATOR PITCH

### A Small Talk



**Dates: December 12 & 14, 2023**

**Time: from 5:30 PM to 8:30 PM**



**Modality: Online (Zoom Platform)**

#### **At the end of the session, participants will be able to:**

- Recognize the essential ingredients/elements and structure of an elevator pitch.
- Explore your skills as a presenter and recognize the empathy needed in order to persuade your audience
- Help entrepreneurs highlight their value proposition and prioritize the most relevant parts of their idea/concept/project
- Discover how to prepare yourself and your pitch so you can confidently express yourself clearly and connect with your audience, investors, angel groups, venture capitalists every time you propose a new and innovative idea/concept/business

#### **Key concepts:**

- Presentation skills
- One to one coaching session

#### **Speaker**



**Carla Saba** is a turnaround specialist accomplished strategic leader and entrepreneurial team player with a global experience in providing strategic, fiscal and operations leadership in different specialty areas particularly in Telecommunications, Oil & Gas, Real Estate Development, Regulatory Affairs, and Management Organization. She is currently the Deputy General Manager of Berytech, managing Sites, Operations and Community, in addition to handling programs within the field of Youth Development, Students Entrepreneurship and Women Empowerment and Entrepreneurship. She is also a business advisor, trainer, coach and a part-time instructor at the Saint Joseph University of Beirut - in addition to other universities - delivering courses on Entrepreneurship, Design Thinking & Innovation courses and workshops. Carla is an expert trainer at the Professional Training Center of USJ.



# 8

# STRATEGIC PARTNERS

## Our Partners

 **Dates: December 19 & 21, 2023**

**Time: from 5:30 PM to 8:30 PM**

 **Modality: Online (Zoom Platform)**

**At the end of the session, participants will be able to:**

- Identify their strategic partners
- Set a SMART target in order to achieve a successful partnership

**Key concepts:**

- Enumerate a list of strategic partners

### Speaker



**Ramy Boukhalil** is a seasoned marketing expert with over 15 years of experience in FMCG industry. Since 2017, Ramy started his training and consulting business, offering his expertise to SMEs to develop their skills, and set sustainable growth strategies. He has designed and delivered capacity-building workshops. He has also contributed to and managed several local and regional projects across a variety of fields. Ramy is also the Executive Director of madd., a new age communication agency. Ramy is an expert trainer at the Professional Training Center of USJ.

# 9

# BE YOUR OWN COMPETITOR

## Big Boss



**Dates: January 4 & 9, 2024**

**Time: from 5:30 PM to 8:30 PM**



**Modality: Online (Zoom Platform)**

### At the end of the session, participants will be able to:

- Understand their business or project
- Discover their market potential
- Point their weaknesses and strength
- Protect themselves from being copied

### Key concepts:

- The competitor strategy and road map

### Speakers



**Nora Berbery** is a DBA researcher in Entrepreneurship and Ecological transition at ESA 7 IAE Nice France. She holds an MSc in marketing from Grenoble Business School and a certification in Emotional Intelligence and Leadership from HEC. Nora has more than 17 years of professional experience on the French and Lebanese markets. She is a designated referral consultant next to the Chamber of Commerce and Industry (CCI) - Occitanie France. In 2017, she founded TWiLY on the French market; TWiLY has three core activities: consulting, training and developing its in-house serious games. Nora is also a speaker next to the most reputable French Business schools, she was named “Femme Francophone Entrepreneure of the year 2022”. Nora is an expert trainer at the Professional Training Center of USJ.



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# 10

## HR AND SOFT SKILLS

### Let's Meet New Talents



**Dates: January 11 & 16, 2024**

**Time: from 5:30 PM to 8:30 PM**



**Modality: Online (Zoom Platform)**

#### **At the end of the session, participants will be able to:**

- Acquire top soft skills they need as Entrepreneur
- Planning their human resources strategically to build business value and support Startup goals, since having the right people in the right place can be their greatest competitive advantage

#### **Key concepts:**


- Presentation skills
- One to one coaching session

#### **Speaker**



**Jolie Shalhoub** is a Life and Business Strategist, Career Coach, Startup Mentor, Inspirational Speaker, Mastermind Trainer, and NLP Practitioner. Her passion is to help people unleash their full potential. She has mentored startups and impacted thousands of lives from students, professionals, Entrepreneurs, to CEOs and public figures to live the life they desire and reach their personal and professional goals. Moreover, Jolie has collaborated with international NGOs and top educational institutions, and created many successful online trainings and programs in personal development, soft skills and career development. Jolie is an expert trainer at the Professional Training Center of USJ.

# FINAL PROJECT

 **Dates:** January 25 & 26, 2024  
**Time:** from 4:00 PM to 8:00 PM

Modality: In person

 Innovation and Sports Campus – Building B  
1<sup>st</sup> Floor - CFP training room (Michel Ghazal)

**Evaluation: 5 min presentation + 10 min Q&A**

**Certificate Ceremony**



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