



Successful Management for Business Achievement

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(The 5 Day MBA)



Business Continuity Institute
Corporate Partnership



Introduction

In today's highly competitive and challenging environment, it is critical to have a proper perspective on the direction in which your organisation is heading. This 5 Day MBA will focus on issues and challenges faced and point you in the correct direction for the future.

The seminar is designed to stretch delegates in order to equip them with the knowledge and confidence to lead and manage in a fast moving and complex business environment. This 5-Day MBA will focus on providing participants with maximum take-home value of processes, skills and practices. While this 5-MBA does not provide participants with a formal qualification, it does introduce participants to key areas that would be covered in a formal MBA Programme and would be an ideal introduction for those considering a formal MBA course.

The highlights of the seminar are as follows:

- Concepts of leadership and management theory that you need to understand
- What is success and how to achieve it
- Understanding the new generation of workers
- Business strategy & strategic thinking
- Basic finance and accounting concepts for non-financial managers
- Key marketing concepts and the power of influence
- Managing in a cross-cultural environment

Objectives

- To provide concise, comprehensive coverage of vital business topics, important concepts, and proven strategies taught as part of MBA programs
- To explore the essential ingredients of personal, management and business success
- To understand personal, management and business management & strategy
- Describe the latest thinking in management and leadership
- To help non-business-trained professionals understand fundamental business concepts in finance and marketing
- Develop cross-cultural leadership & management skills

Training Methodology

There are detailed presentations supporting each of the topics together with interactive trainer lead sessions of discussion. Role-plays, case studies, DVD's, small group work, exercises and feedback will be used to facilitate learning.

The main principle on which the seminar has been built is the principle of experiential learning. Delegates will be given the opportunity to practice these skills using a series of exercises and case studies. Networking amongst attendees is encouraged to discuss mutual business issues.

Organisational Impact

- To ensure that attendees within the organisation are appraised of current business thinking and its application
- Provision of practical methodologies that can help improve results from all resources used in a business
- Appreciate current issues in international business related to managing and leading in a cross-cultural environment
- Awareness of how to use accounting information for cost control and management decision making
- Develop a clear understanding of group processes and management

Personal Impact

By the end of this seminar, you will be able to:

- Understand the essential ingredients of personal, management and business success
- Have a clear understanding of vital business topics, important concepts and proven strategies taught as part of an MBA program
- Apply the concepts, tools and analytical techniques and knowledge to gain financial benefit for you and your organisation
- Understand the leader's role in today's increasingly difficult business environment
- Be aware of the challenges facing an organisation seeking to achieve excellence

Who Should Attend?

- All supervisors, middle managers, department heads and senior managers
- Human resource personnel including HR Business Partners
- Engineers and other technical professionals moving into management positions
- Non-business professionals who need a wider understanding of leadership and management principles
- All professionals whose task it is to create and/or implement strategy who have not undertaken a formal MBA program
- Those considering a formal MBA course
- Professionals who would like a refresher course in MBA type topics and want to be familiar with current thinking about running an organisation in the 21st century
- Personnel who are likely to take up managerial positions in the not too distant future

Seminar Outline

Leadership and Management Essentials

- Why a 5-day MBA
- Management and leadership - are they different?
- Essential concepts of leadership theory that all managers need to know
- The transformational leader
- Understanding your personal management style
- Future leaders – Generation 'X' and 'Y'

Understanding Business Strategy & Strategic Thinking

- What is strategy?
- Approaches to strategy
- Creating a business model
- Business model canvas
- Strategic planning & strategic thinking
- Strategic analysis (pest analysis; balanced scorecards; five forces analysis; swot analysis)

Finance and Accounting for Non-Financial Managers

- Accounting concepts simplified
- Key financial terms you must know as a manager
- Profit and loss and balance sheet assessment

Marketing Essentials and Influence

- Understanding key marketing concepts
- Case study on new product development
- The Unique Selling Point (USP)
- Market Research - How consumers are influenced into the markets and buy
- Branding
- Influence strategies

Cross-Cultural Management Skills

- What is culture?
- Dimensions of culture
- Hofstede's five value dimensions
- Cross-cultural communication
- Managing diverse employees
- Personal action Plans