



The K2 5 Day MBA

Successful management for business achievement

Introduction

In today's highly competitive environment it is crucial to have a thorough understanding of the issues involved in managing a business or department effectively. This 5 Day MBA will focus on issues and dilemma faced in today's changing world. 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. The course is a unique distillation of the skills that you need to be successful in business.

Seminar Objectives

- ✓ To provide concise, comprehensive coverage of vital business topics, important concepts, and proven strategies taught as part of MBA programs
- ✓ To grasp the essential ingredients of:
 - o Personal success
 - o Management success
 - o Business success.
- ✓ To help non business-trained professionals understand fundamental business principles
- ✓ To ensure that attendees are abreast of the latest thinking in management and leadership as well as business strategy

Who Should Attend?

- All professionals whose task it is to create and/or implement strategy who have not undertaken a formal MBA program
- Anyone 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 that are likely to take up managerial positions in the not too distant future
- Non business professionals who need a wider understanding of leadership and management principles

Competencies Emphasised

- Practical application of the various models that underpin current business thinking relevant to:
 - o Accounting/economics
 - o Business strategy
 - o Human resources
 - o Organisational strategy
 - o Strategic marketing
- A clear understanding of the role of managers and leaders in business and where their roles converge and diverge



- How to harness the talent that exists within an organisation to maximise its effectiveness
- The importance of innovation within an organisation to ensure sustainable growth for the future

Personal Impact

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

- Grasp the essential ingredients of personal success, management success 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 that are essential to a successful company
- Understand the leader's role in today's increasingly complex business environment
- Be aware of the challenges facing a 21st century organisation

Organisational Impact

- Giving attendees the knowledge to make them "intrapreneurs" within the organisation
- To ensure that attendees within the organisation are appraised of current business thinking and its application
- To make attendees aware of the need for creative and innovative thinking required in today's organisations
- Provision of practical methodologies that can help improve results from all resources used in a business (people, capital and products)
- How to get the most out of all stakeholders in an organisation

Training Methodology

- Based primarily around interactive lectures, the course will include a number of case studies which will be undertaken in team format
- Discussion groups on certain topics to provide practical application of concepts to the attendees own organisation



Seminar Outline

Day 1 - People, Management and Policy.

- The need to maximise the investment in human capital
- To understand how individuals and groups work together within an organisation
- The impact that leadership has in determining the organisations success in the market and in defining corporate culture
- The importance of ethics and corporate social responsibility in today's business environment
- Learn how you negotiate to win using principles negotiation techniques

Day 2 - Money: Economics, Finance, and Accounting.

- A general understanding of accounting principles and their application
- Creating a long-term business strategy in an economy that is truly global
- Financial analysis and management performance measures

Day 3 - Markets and Strategy .

- The need to provide sustainable growth for the company
- Competitive analysis and marketing strategy
- The use of various models to help with marketing strategy
- The attributes of a successful integrated marketing campaign
- The successful use of presentations as an effective tool for success and opportunity

Day 4- Systems and Processes

- The importance of project management to successful strategy implementation
- Management information systems and their impact on successful decision making
- Quality management systems and how they can benefit the bottom line
- Using the internet for business purposes

Day 5- You and your organisation

- Seven actions you can take to become a force for change in your organisation
- Becoming an "intrepeneur" within your company
- The 21st Century organisation
- The importance of innovation for sustainable success
- Managing talent within an organisation