

MBA Essentials: Enhancing Organisational Performance - 5 Days

Course 247 Overview

- You Will Learn How To**
- Integrate business management theory with realistic practices
 - Apply finance and accounting techniques to support decision making in today's economic conditions
 - Formulate a comprehensive marketing plan
 - Leverage organisational structures, operations and systems to achieve business objectives
 - Manage people effectively to maximise organisational performance during difficult times
 - Develop business and product strategies that create ongoing competitive advantage

Course Benefits Understanding the complex factors that drive business is vital for professional and organisational effectiveness and to ensure a competitive edge. This course offers the skills you need to evaluate organisational information and address business challenges. You learn fundamental business concepts and proven management analysis tools typically taught in MBA programmes to guide your analysis, planning, decision and implementation processes.

Who Should Attend Business analysts, managers at all levels, IT professionals and anyone who wants a fast-track course to improve their business knowledge and decision making or needs to better interact with marketing, sales, finance or operations staff.

Workshop Course You apply key analytical skills through a series of computer-based simulations. Workshops include:

- Assessing the impact of your decisions through a comprehensive and realistic business simulation
- Analysing profit and loss statements, balance sheets and cash flow statements
- Evaluating operating budgets and financial performance measures
- Applying root cause analysis to improve effectiveness
- Integrating tools and techniques to develop business and product strategies
- Developing key concepts and components of an effective marketing plan

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Course 247 Outline

Fundamental Business Skills

- Interpreting accounting concepts and reports
- Applying financial analysis techniques
- Leveraging customer and market behaviours
- Structuring productive business operations and processes
- Managing people effectively
- Formulating a competitive business strategy

Measuring Business Performance with Accounting

The key components of managerial and cost accounting

- Decoding the various types of accounts
- Deciphering balance sheet accounts: assets, liabilities and net worth

Working with managerial accounting tools

- Analysing balance sheets to determine business strengths
- Interpreting profit and loss statements
- Assessing cash flow statements

The impact of cost accounting practices

- Actual vs. standard costs
- Employing costing techniques
- Applying the concepts of activity-based costing

Applying Finance Tools and Techniques

Optimising capital management

- Managing the two key cash drivers: receivables and payables
- Applying working capital effectively

Leveraging analysis tools

- Selecting appropriate tools and measures
- Driving solid management decisions

Financial management

- Budgeting, forecasting and reporting tools
- Balancing equity and debt in all economic cycles

Targeting Markets and Customers

Developing an effective marketing plan

- The roles of marketing
- Distinguishing marketing and merchandising

Differentiating market and buyer behaviour

- Tuning in to customer needs
- Segmenting your market space
- Marketing terminology and techniques

Your marketing toolkit

- Applying the five Ps of marketing
- The "How To's" of effective brand management
- Leveraging the product life cycle

Running the Business

Maximising an organisation's effectiveness

- Factors driving organisational structure
- Improving selection of new employees

Applying critical business practices

- Reducing waste with "lean" and related techniques
- Incorporating the best of Six Sigma

Delivering Results through People

Managing results and expectations

- The actual responsibilities of management
- Balancing managerial roles: interpersonal, informational and decisional

Navigating the levels of management

- Shifting perspectives from level to level
- Changing behaviours

Creating an effective environment

- Fostering emotional intelligence
- Resolving tensions, disruptions and conflict

Developing Winning Business and Product Strategies

Building a sustainable plan

- Best practices of effective planning processes
- Assessing opportunities: matrices and SWOT analysis
- Key forces and factors driving strategies
- Identifying and developing strategic options
- Balancing short-term results against long-term sustainability
- Avoiding the pitfalls of once-great organisations

Moving from plan to action

- Product portfolio management
- Formulating a business vision
- Applying eight key steps for managing change