



*Training Course:  
The 5 Day MBA in Successful Management for  
Business Achievement*

*7 - 11 October 2024  
Rome (Italy)*

## Training Course: The 5 Day MBA in Successful Management for Business Achievement

Training Course code: MA1117 From: 7 - 11 October 2024 Venue: Rome (Italy) - Training Course Fees: 5750 € Euro

### Introduction

In today's highly competitive and challenging environment, it is critical to have a proper perspective on the direction in which your organization 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. The course is a unique distillation of the skills that you need to be successful in business delivered by people in the business.

The highlights of the seminar are as follows:

- Essential concepts of leadership theory that all managers need to know
- Finance, Financial Strategy, and Accounting for non-financial managers
- Marketing, Brand Development, and Market positioning - Understanding key marketing concepts
- Learn about group process and shared leadership
- Development of innovation
- Motivating the new generation of workers
- Your personal vision and vision statements for success

### Course 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:
  - Personal success
  - Management success
  - Business success
- To help non-business-trained professionals understand fundamental business principles
- To ensure that delegates are current with the future thinking in all aspects covered in this MBA Programme

## Course 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

## Organizational Impact :

- Giving attendees the knowledge to make them "intrapreneurs" within the organization
- To ensure that attendees within the organization 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 organizations
- 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 organization

## 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 organization
- Understand the leader's role in today's increasingly difficult business environment and create a niche for yourself
- Be aware of the challenges facing an organization seeking to survive or prosper

## Course Outlines :

Day 1:

Leadership, Teamwork & Ethical Success

- Why a 5-day MBA
- The impact that leadership has in determining the organizations success
- Essential concepts of leadership theory that all managers need to know
- Teamwork essentials
- Case Study
- Understand the Tuckman Model and its relevance to how individuals and groups work together effectively and competently in business environments
- The importance of ethics and corporate social responsibility in today's business environment
- Case Study

#### Day 2:

##### Money: Finance and Accounting for Non-Financial Managers

- Accounting concepts simplified
- Key financial terms you must know as a manager
- Profit and Loss Account
- Balance Sheet construction and assessment
- Product Costing
- Considering the Going-Concern Assumption
- Return on investment, Risk assessment, and Profit & Loss
- Investment Appraisal Case Study

#### Day 3:

##### Marketing and Sales Success and Blue Ocean Thinking

- Understanding key marketing concepts
- Case study on new product development
- The Unique Selling Point USP
- Market Research - How consumers are influenced in the markets and buy
- Branding what is it how does it work and why, for individuals and organizations

- SWOT, PEST and Five Forces Analysis
- Case study - competitor analysis
- Blue ocean Thinking and its place in business

#### Day 4:

##### Organizational Structures and Their Place in the Modern Business Environment

- Organizational Structures; Tall, Flat, Centralised, Hierarchical & Matrix
- Why the Matrix structure is preferred by many leading companies
- The importance of innovation for sustainable success
- Case study
- The psychology of the group
- An introduction to group dynamics
- Exercise: group dynamics in action
- Group process and shared leadership

#### Day 5:

##### The leadership of Tomorrow and How to Develop a Strategy to Succeed

- Understanding Generation "X" and "Y"
- Motivation the new generation of workers
- Becoming an "entrepreneur" within your company
- What you have to do to succeed - "outliners" explored
- Case Study
- Your personal vision and vision statements for success
- Personal action Plans

## Registration form on the Training Course: The 5 Day MBA in Successful Management for Business Achievement

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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Giza, Giza Governorate,  
Egypt.