



*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: 6050 € Euro

Introduction

In today's competitive and rapidly evolving business environment, professionals must possess a broad understanding of core business functions and the ability to integrate them into effective management practices. Successful managers are those who can think strategically, lead teams, manage resources efficiently, and make informed decisions that drive business performance.

This intensive program, developed by [Global Horizon Training Center](#), provides a condensed "MBA-style" experience, covering essential management disciplines required for business success. It equips participants with practical tools and frameworks in strategy, leadership, finance, marketing, and operations.

Participants will gain a holistic understanding of how organizations function, enabling them to enhance performance, improve decision-making, and achieve sustainable business results.

Course Objectives

By the end of this program, participants will be able to:

- Understand key business and management disciplines
- Apply strategic thinking to achieve business objectives
- Enhance leadership and team management skills
- Interpret financial information for decision-making
- Develop effective marketing and customer strategies
- Improve operational efficiency and performance
- Make informed and data-driven business decisions
- Integrate business functions to achieve organizational success

Target Audience

This program is designed for:

- Managers and Supervisors
- Business Professionals and Executives
- Entrepreneurs and Business Owners
- Project and Program Managers
- Professionals transitioning into management roles
- Individuals seeking a comprehensive business management overview

Outline

Day 1: Strategic Management and Business Leadership

- Introduction to Business Strategy
- Strategic Thinking and Planning
- Vision, Mission, and Competitive Advantage
- Leadership Styles and Effectiveness
- Decision-Making at the Strategic Level
- Case Studies on Business Strategy

Day 2: Financial Management for Managers

- Understanding Financial Statements
- Key Financial Concepts and Terminology
- Budgeting and Financial Planning
- Cost Control and Profitability Analysis
- Investment Decision-Making
- Financial Ratios and Performance Analysis

Day 3: Marketing and Customer Strategy

- Principles of Marketing Management
- Market Analysis and Customer Segmentation
- Branding and Positioning Strategies
- Customer Experience and Relationship Management
- Digital Marketing Overview
- Developing Marketing Plans

Day 4: Operations and Performance Management

- Operations Management Fundamentals
- Process Optimization and Efficiency
- Quality Management and Continuous Improvement
- Supply Chain and Resource Management
- Performance Measurement and KPIs
- Lean Thinking and Productivity Improvement

Day 5: Leadership Integration and Business Excellence

- Integrating Business Functions for Success
- Managing Change and Innovation
- Risk Management and Decision-Making
- Building High-Performance Teams
- Personal Leadership Development
- Developing Business 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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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