

COURSE OVERVIEW TM0229
Business Management

Course Title

Business Management

Course Date/Venue

August 18-22, 2024/TBA Meeting Room, The Tower Plaza Hotel, Dubai, UAE

Course Reference

TM0229

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide participants with a detailed and up-to-date overview of Business Management. It covers the importance of business management and the key functions and roles of managers; the development of management theories and practices, types of organizational structure and the importance of strategic planning and goal setting; the different leadership styles and effective organizational communication techniques; and the key principles of financial management and financial statements and analysis.



Further, the course will also discuss the budgeting and forecasting, cost management and control and investment decision making; identifying and managing financial risks and the strategies for risk mitigation and operations management; designing efficient business processes; the process improvement, quality management, supply chain management and project management; the lean management and the basics of Six Sigma methodology; the key function of HR management and the importance of organizational structure; the effective recruitment strategies and selection techniques; and the employee training and development and designing effective training programs.



During this interactive course, participants will learn the performance management and strategies for employee engagement and motivation; designing competitive compensation packages and managing employee benefits; the key concepts of marketing and the role of marketing in business success techniques for market research; analyzing market data for decision making; developing effective marketing strategies and creating a marketing plan; the importance of customer relationship management (CRM) and CRM systems and practices; the principles of strategic management; and the importance of business ethics and corporate social responsibility (CSR).

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on business management
- Discuss the importance of business management and the key functions and roles of managers
- Explain the development of management theories and practices, types of organizational structure and the importance of strategic planning and goal setting
- Identify the different leadership styles and apply effective organizational communication techniques
- Discuss the key principles of financial management and review financial statements and analysis
- Carryout budgeting and forecasting, cost management and control and investment decision making
- Identify and manage financial risks and apply strategies for risk mitigation and operations management
- Design efficient business processes and carryout process improvement, quality management, supply chain management and project management
- Apply lean management and discuss the basics of Six Sigma methodology including the key function of HR management and the importance of organizational structure
- Employ effective recruitment strategies and selection techniques as well as employee training and development and designing effective training programs
- Apply performance management and strategies for employee engagement and motivation
- Design competitive compensation packages and manage employee benefits
- Discuss the key concepts of marketing and the role of marketing in business success
- Apply techniques for market research and analyze market data for decision making
- Develop effective marketing strategies and create a marketing plan
- Discuss the importance of customer relationship management (CRM) and implement CRM systems and practices
- Explain the principles of strategic management, identify and build competitive advantage and discuss the importance of business ethics and corporate social responsibility (CSR)

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of business management for new managers, project managers, experienced managers, executives, aspiring managers, team leaders and supervisors, entrepreneurs, small business owners and human resources professionals.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Fee

US\$ 5,500 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations


Certificates are accredited by the following international accreditation organizations: -

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, is a **Senior Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Quality Management, Reliability Fundamentals, Risk Management Analysis, Probability & Statistics, Quality Audits, Leadership Skills, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Quality Improvement & Resource Optimization, Effective Business Writing Skills, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management, Financial Administration, Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management and Project Communications Management. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager** wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a **National Higher Diploma** and a **National Technical Diploma in Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Scrum Master Trainer** by the VMEdU, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has



further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 18th of August 2024

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Overview of Business Management





	<i>Definition and Importance of Business Management • Key Functions and Roles of Managers</i>
0930 – 0945	<i>Break</i>
0945 – 1030	Management Theories & Practices <i>Historical Development of Management Theories • Modern Management Practices and Approaches</i>
1030 – 1130	Organizational Structure <i>Types of Organizational Structures • Choosing the Right Structure for your Organization</i>
1130 – 1215	Strategic Planning & Goal Setting <i>Importance of Strategic Planning • Setting SMART Goals and Objectives</i>
1215 – 1230	<i>Break</i>
1230 – 1345	Leadership & Management Styles <i>Different Leadership Styles • Identifying your Leadership Style</i>
1345 – 1420	Effective Communication in Management <i>Communication Skills for Managers • Techniques for Effective Organizational Communication</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day One</i>

Day 2: Monday, 19th of August 2024

0730 – 0830	Basics of Financial Management <i>Key Principles of Financial Management • Role of Financial Management in Business Success</i>
0830 – 0930	Financial Statements & Analysis <i>Understanding Financial Statements (Balance Sheet, Income Statement, Cash Flow Statement) • Techniques for Financial Analysis</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Budgeting & Forecasting <i>Importance of Budgeting in Business • Methods for Creating Budgets and Forecasts</i>
1100 – 1215	Cost Management & Control <i>Identifying and Managing Costs • Techniques for Cost Control and Reductio</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Investment Decision Making <i>Principles of Investment Decision Making • Evaluating Investment Opportunities</i>
1330 – 1420	Financial Risk Management <i>Identifying and Managing Financial Risks • Strategies for Risk Mitigation</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day Two</i>

Day 3: Tuesday, 20th of August 2024

0730 – 0830	Overview of Operations Management
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	<i>Key Concepts and Importance of Operations Management • Role of Operations Management in the Power Industry</i>
0830 – 0930	Process Design & Improvement <i>Designing Efficient Business Processes • Techniques for Process Improvement</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Quality Management <i>Principles of Quality Management • Implementing Quality Management Systems (e.g., ISO 9001)</i>
1100 – 1215	Supply Chain Management <i>Components of Supply Chain Management • Strategies for Effective Supply Chain Management</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Project Management <i>Key Principles of Project Management • Tools and Techniques for Successful Project Management</i>
1330 – 1420	Lean Management & Six Sigma <i>Introduction to Lean Management • Basics of Six Sigma Methodology</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day Three</i>

Day 4: Wednesday, 21st of August 2024

0730 – 0830	Human Resources Management <i>Key Functions of HR Management • Importance of HR in Organizational Success</i>
0830 – 0930	Recruitment & Selection <i>Effective Recruitment Strategies • Selection Techniques and Best Practices</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Training & Development <i>Importance of Employee Training and Development • Designing Effective Training Programs</i>
1100 – 1215	Performance Management <i>Setting Performance Standards and Goals • Techniques for Performance Appraisal and Feedback</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Employee Relations & Engagement <i>Building Positive Employee Relations • Strategies for Employee Engagement and Motivation</i>

1330 – 1420	Compensation & Benefits <i>Designing Competitive Compensation Packages • Managing Employee Benefits</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>

1430	Lunch & End of Day Four
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Day 5: Thursday, 22nd of August 2024

0730 – 0830	Marketing Management <i>Key Concepts of Marketing • Role of Marketing in Business Success</i>
0830 – 0930	Market Research & Analysis <i>Techniques for Market Research • Analyzing Market Data for Decision Making</i>
0930 – 0945	Break
0945 – 1030	Marketing Strategies & Planning <i>Developing Effective Marketing Strategies • Creating a Marketing Plan</i>
1030 – 1130	Customer Relationship Management (CRM) <i>Importance of CRM • Implementing CRM Systems and Practices</i>
1130 – 1215	Strategic Management & Competitive Advantage <i>Principles of Strategic Management • Identifying and Building Competitive Advantage</i>
1215 – 1230	Break
1230 – 1345	Business Ethics & Corporate Social Responsibility (CSR) <i>Importance of Business Ethics • Implementing CSR Initiatives</i>
1345 – 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	POST-TEST
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org

