

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 investment decision making; identifying and managing financial risks and the strategies for risk mitigation and operations management; designing efficient business processes; the process improvement, 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:-

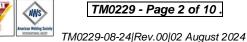
- Apply and gain a comprehensive knowledge on business management
- Discuss the importance of business management and the key functions and roles of managers
- Explain the development of management theories and practices, types of organizational structure and the importance of strategic planning and 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

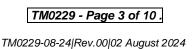
US\$ 5,500 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.















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.



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

















turtner 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

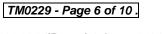
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	0730 - 0800	Registration & Coffee
	0800 - 0815	Welcome & Introduction
	0815 - 0830	PRE-TEST
	0830 - 0930	Overview of Business Management



















	Definition and Importance of Business Management • Key Functions and Roles of Managers
0930 - 0945	Break
	Management Theories & Practices
0945 - 1030	Historical Development of Management Theories • Modern Management
	Practices and Approaches
	Organizational Structure
1030 - 1130	Types of Organizational Structures • Choosing the Right Structure for your
	Organization
1130 – 1215	Strategic Planning & Goal Setting
1130 - 1213	Importance of Strategic Planning • Setting SMART Goals and Objectives
1215 - 1230	Break
1230 – 1345	Leadership & Management Styles
1230 - 1343	Different Leadership Styles ● Identifying your Leadership Style
	Effective Communication in Management
1345 - 1420	Communication Skills for Managers • Techniques for Effective Organizational
	Communication
	Recap
1420 - 1430	Using this Course Overview, the Instructor(s) will Brief Participants about the
1420 1430	Topics that were Discussed Today and Advise Them of the Topics to be
	Discussed Tomorrow
1430	Lunch & End of Day One

Monday, 19th of August 2024 Dav 2:

Monday, 19" of August 2024
Basics of Financial Management
Key Principles of Financial Management • Role of Financial Management in
Business Success
Financial Statements & Analysis
Understanding Financial Statements (Balance Sheet, Income Statement, Cash
Flow Statement) • Techniques for Financial Analysis
Break
Budgeting & Forecasting
Importance of Budgeting in Business • Methods for Creating Budgets and
Forecasts
Cost Management & Control
Identifying and Managing Costs • Techniques for Cost Control and Reductio
Break
Investment Decision Making
Principles of Investment Decision Making • Evaluating Investment
Opportunities
Financial Risk Management
Identifying and Managing Financial Risks • Strategies for Risk Mitigation
Recap
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
Lunch & End of Day Two

Tuesday,20th of August 2024
Overview of Operations Management 0730 - 0830



















	Key Concepts and Importance of Operations Management ● Role of Operations
	Management in the Power Industry
0830 - 0930	Process Design & Improvement
0030 - 0930	Designing Efficient Business Processes • Techniques for Process Improvement
0930 - 0945	Break
	Quality Management
0945 - 1100	Principles of Quality Management • Implementing Quality Management
	Systems (e.g., ISO 9001)
	Supply Chain Management
1100 – 1215	Components of Supply Chain Management • Strategies for Effective Supply
	Chain Management
1215 – 1230	Break
	Project Management
1230 - 1330	Key Principles of Project Management • Tools and Techniques for Successful
	Project Management
1330 – 1420	Lean Management & Six Sigma
1550 - 1420	Introduction to Lean Management Basics of Six Sigma Methodology
	Recap
1420 - 1430	Using this Course Overview, the Instructor(s) will Brief Participants about the
1420 - 1430	Topics that were Discussed Today and Advise Them of the Topics to be
	Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4: Wednesday, 21st of August 2024

Day 4:	wednesday, 21st of August 2024
	Human Resources Management
0730 - 0830	Key Functions of HR Management • Importance of HR in Organizational
	Success
0830 - 0930	Recruitment & Selection
0030 - 0930	Effective Recruitment Strategies • Selection Techniques and Best Practices
0930 - 0945	Break
	Training & Development
0945 - 1100	Importance of Employee Training and Development • Designing Effective
	Training Programs
	Performance Management
1100 – 1215	Setting Performance Standards and Goals • Techniques for Performance
	Appraisal and Feedback
1215 – 1230	Break
	Employee Relations & Engagement
1230 – 1330	Building Positive Employee Relations • Strategies for Employee Engagement
	and Motivation

1330 – 1420	Compensation & Benefits Designing Competitive Compensation Packages ● Managing Employee Benefits
1420 – 1430	Recap 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





















1430	Lunch & End of Day Four
1700	Euner O Ena of Day I our

Day 5:	Thursday, 22 nd of August 2024
0730 - 0830	Marketing Management
0730 - 0630	<i>Key Concepts of Marketing</i> ● <i>Role of Marketing in Business Success</i>
	Market Research & Analysis
0830 - 0930	Techniques for Market Research • Analyzing Market Data for Decision
	Making
0930 - 0945	Break
0945 - 1030	Marketing Strategies & Planning
0943 - 1030	Developing Effective Marketing Strategies • Creating a Marketing Plan
1030 – 1130	Customer Relationship Management (CRM)
1030 - 1130	<i>Importance of CRM</i> ● <i>Implementing CRM Systems and Practices</i>
	Strategic Management & Competitive Advantage
1130 – 1215	Principles of Strategic Management • Identifying and Building Competitive
	Advantage
1215 - 1230	Break
1220 1245	Business Ethics & Corporate Social Responsibility (CSR)
1230 – 1345	<i>Importance of Business Ethics</i> ● <i>Implementing CSR Initiatives</i>
	Course Conclusion
1345 – 1400	Using this Course Overview, the Instructor(s) will Brief Participants about the
	Course Topics that were Covered During the Course
1400 – 1415	POST-TEST
1415 - 1430	Presentation of Course Certificates
1430	Lunch & End of Course
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<u>Practical Sessions</u>
This practical and highly-interactive course includes real-life case studies and exercises:-



















<u>Course Coordinator</u>
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