

# € TRAINING

MBA



10 - 14 June 2024  
Lisbon (Portugal)



# MBA

REF: M118 DATE: 10 - 14 June 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

This training program is an educational initiative designed to equip individuals with advanced knowledge and skills in business administration. Through a combination of coursework, case studies, and practical experiences, MBA training programs aim to prepare students for leadership roles in the corporate world or entrepreneurship.

## Program Objectives:

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

- Apply advanced analytical tools and techniques to solve real-world business challenges.
- Develop and implement strategic plans to drive organizational growth and competitiveness.
- Cultivate strong networking skills to establish valuable professional connections within the business community.
- Evaluate ethical and sustainable practices in business decision-making.
- Demonstrate proficiency in financial management, marketing strategies, operations optimization, and other key areas of business administration.
- Utilize technology effectively to streamline processes and enhance productivity.
- Navigate global markets and understand the implications of international business dynamics.
- Foster a culture of innovation and creativity within organizations to spur growth and adaptation.
- Lead change initiatives and manage organizational transformations effectively.
- Engage in lifelong learning and professional development to stay current with evolving business trends and practices.

## Targeted Audience:

- All Supervisors, Middle Managers, Department Heads, and Senior Managers.
- Human Resource Personnel including HR Business Partners.
- Engineers and other Technical Professionals moving into Management positions.
- Non-business Professionals who need a wider understanding of Leadership and Management Principles.
- All professionals whose task it is to Create and/or Implement Strategy who have not undertaken a formal MBA program.

- Professionals who would like a refresher course in MBA type topics and want to be familiar with current thinking about running an organization in the 21st century.
- Employees who are likely to take up managerial positions in the not too distant future.

## Program Outlines:

### Unit 1:

#### Leadership, Teamwork & Ethical Success:

- What is an Mba?
- The impact that leadership has in determining the organisation's success.
- Essential concepts of leadership theory that all managers need to know.
- Teamwork essentials.
- The importance of ethics and corporate social responsibility in today's business environment.
- Case Study.

### Unit 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.

### Unit 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 by the markets and buy.
- Branding what is it how does it works and why, for individuals and organizations.
- SWOT, PEST, and Five Forces Analysis.
- Case study - competitor analysis.
- Blue ocean Thinking and its place in business.

#### Unit 4:

##### Organisational 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.

#### Unit 5:

##### Leadership of Tomorrow and How to Develop a Strategy to Succeed:

- Understanding Generation "X" and "Y".
- Motivation for 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.