



5-DAY BUSINESS MANAGEMENT & LEADERSHIP “MBA” WORKSHOP

Get grounded in the essential elements of business in just one week.

Fast track to advance your knowledge base, make more informed decisions, develop successful strategies, and achieve your personal and organizational goals.

This accelerated presentation surveys the core curriculum covered in most university level graduate business programmes. Taught by a team of expert faculty specializing in accounting, finance, strategy, marketing and management, you will gain a strong overall business foundation. You'll discover how various components of a business must be linked, aligned and integrated into a successful business system so you can achieve short- and long-term objectives.

While this seminar is no substitute for a two-year MBA degree, it will equip you with the ability to identify the most effective business tools and strategies to help you—and your company—keep and hone your competitive edge.

BENEFITS OF ATTENDING

- Discover how all components of a business fit together
- Interpret financial statements and accurately assess the financial health of a business
- Know financial jargon so you can speak the language of accountants and financial executives
- Assess the financial health or potential stress of a business and perform financial ratio analysis
- Weigh the viability of capital expenditures and determine break-even
- Understand the economy and its impact on your business
- Develop a business strategy that can sustain your competitive position
- Speak the language of business and communicate effectively to any audience level in any situation
- Develop your leadership skills to effectively lead your team
- Become familiar with the guidelines for introducing and managing organizational change
- Learn the 5 Ps of marketing, how to position a products, the differences between features and benefits
- Engage in self-discovery through a DiSC assessment
- Develop a winning team and organization
- Establish a network of business contacts

TOPICS COVERED

Accounting

- Understanding basic accounting concepts and their relevance to the financial reporting
- Financial statements: income statement, balance sheet, retained earnings statement, cash flow statements
- The accounting process and annual report
- How to evaluate financial statements: understanding nonfinancial considerations, liquidity, leverage and profitability

Finance and Economics

- Performance measures and key indicators: Return on Net Assets (RONA); Economic Profit (EP), Weighted Average Cost of Capital (WACC)
- How to improve business unit operating performance
- Exploring the financing alternatives available to businesses: financing the business leveraging, short-and long-term financing alternatives, equity financing
- Evaluating capital projects to determine if they are practical and desirable from a financial perspective

Cost Analysis and Profit Planning

- Fixed, variable and semi-variable costs
- Break-even analysis and contribution margins
- Cost allocations and reduce inefficiencies

Capital Expenditures

- Types of capital expenditure decision
- Calculate Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index (PI)
- Estimating project's cash inflows and outflows

Corporate Strategy

- What is strategy? Understanding relationship between vision, mission and strategy
- Understanding basic concept and the importance of developing a competitive strategy
- Successfully deploying and communicating your strategy within your company
- Strategy formulation—the SWOT approach
- Conceptual model for strategy development: cost leadership, differentiation and cost focus strategy
- Analysis phase of the strategy development: examining competitive advantage, predicting future trends, evaluating competitive position
- The creation and selection process: generate strategy alternatives
- How to use quantitative analysis to screen, evaluate and select strategies

Marketing

- Guiding principles for effective marketing: learn the role of marketing and the marketing perspective
- The marketing mix and application: discovering the 5 Ps of marketing: positioning, product/service, pricing, placement/distribution channels and promotion, and their importance to business success
- Product and market development
- Commoditization and product innovation

Management and Leadership

- The basic functions of management: understand the principal roles of a manager and the basic functions of management
- EL and leadership: leading employees toward organizational goals
- Analyzing and understanding leadership styles for use in day-to-day applications
- How to motivate, increase moral and enhance productivity
- Applying different approaches to motivation for back-on-the-job situations
- Being a team leader and building effective teams
- How to manage organizational change: taking steps to institute more durable organizational changes
- Performance management and conducting effective performance reviews
- The 7S Model: align skills, shared values, staff and other factors to support your organizational strategy and change

Who Should Attend

Anyone interested in obtaining an effective, broad-based overview of the functional areas addressed in university-level MBA programmes.

Note: This workshop does not award a degree.

Recommended CPE Credit: 33 hours/intermediate

Prerequisites: None

Advanced Preparation: None

Delivery Method: Group Live

Field of Study: Business Management and Organization, Marketing, Management, Advisory Services, Finance

Fees: \$9,200.00 USD

The fee covers:

- Economy Class Return ticket
- Accommodation
- Tuition, Course Materials
- Certificate
- Catering during classroom program hours
- Transportation to and from classroom venue during classroom program hours
- Educational-Tourism

5-DAY BUSINESS MANAGEMENT & LEADERSHIP “MBA” WORKSHOP, NYC

DATES: Four Sessions: April 4-8; June 6-10; July 18-22

CLASSROOM SCHEDULE: TBA

VENUE: 1601 Broadway, New York, NY 10019. U.S.A

Applying for the Workshop Program:

To apply for participation, it is recommended that all applications be received at least two months before program start date.

Programs often fill to capacity and so early registration is strongly encouraged.

Early payment of course fee is essential to facilitate the release of invitation letters and other documents for visa processing. Please note that it takes an average of 3 weeks to process visa.

Reservation is confirmed only on payment of course fee. Our standard policy is to receive all course payments 8 weeks before the commencement of training for participants that need visa, and 4 weeks for those that do not need visa.

Training package includes workbooks; reference materials; Airport pick-up; assisting with hotel bookings and transportation to training venue, workshop materials as well as group breakfast & Lunch.

Participants arranging for their own air travel to/from, will receive a discount of \$700 from the program fee of \$9,200.00. Also, Participants who arrange for their accommodations get a \$500 from the program fee of \$9,200.00

Transfer, Cancellation and Refund Policy

You may transfer to a future session, send someone to take your place or cancel without penalty at any time up to 4 weeks prior to your program. If you provide HGBSE with less than 4 weeks' notice or fail to attend, you will be liable for the entire program fee.

We appreciate that this is an important investment for you and would like to accommodate your needs the best we can. Therefore, while in New York please call + 646-405-5252 or email hurittnyc@hurittglobal-edu.com

Please note: Registration fees and workshop schedules are subject to change without notice.

Call 0909-307-7218 for Registration and Payments.

Huritt Global Business School for Entrepreneurship offers this Workshop in collaboration with Manhattan Institute of Management and American Management Association.