MERCURY

Management and Business Fundamentals

17 - 21 Aug 2026
Casablanca (Morocco)

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Management and Business Fundamentals

Ref.: 121759_1046109 **Date:** 17 - 21 Aug 2026 **Location:** Casablanca (Morocco) **Fees:** 4500 **Euro**

Introduction

This Management and Business Fundamentals course introduces the essential principles of the field for modern organizations. It provides a clear understanding of how businesses operate across strategic, operational, and financial levels. Learners will explore how effective management drives performance, efficiency, and sustainable growth. The program builds awareness of core business functions, including planning, organizing, and controlling resources. It develops the ability to analyze business environments and make informed decisions. It establishes a strong foundation for understanding the basics of business management in real-world contexts.

Targeted Groups

This Management and Business Fundamentals training targets professionals seeking knowledge and skills:

- New employees entering corporate environments.
- Supervisors developing business management basics.
- Entrepreneurs building startup foundations.
- Administrative staff improve business operations.
- Team leaders enhance leadership and coordination.
- Students preparing for management careers.
- Professionals transitioning into management roles.

Course Objectives

Participants will achieve the following objectives by completing the Management and Business Fundamentals course:

- Understand core principles of business management and organizational structure clearly.
- Identify the key functions of management, including planning, organizing, and controlling.
- Develop practical awareness of business strategy and strategic management approaches.
- Interpret financial management basics and their role in business decision-making.
- Apply operational management concepts to improve workflow efficiency and productivity.
- Recognize the importance of leadership in corporate management environments.
- Analyze business environments using structured and logical thinking methods.
- Enhance decision-making skills for solving real organizational challenges effectively.
- Build foundational knowledge of KPI tracking and performance evaluation systems.

Targeted Competencies

Participants will gain the following competencies during the Management and Business Fundamentals program:

- Ability to apply management principles in daily business operations effectively.
- Skill in analyzing organizational structures and reporting lines clearly.

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- Competence in strategic thinking for business planning and execution.
- Understanding of the basics of financial management for budgeting decisions.
- Capability to improve operational efficiency through structured approaches.
- Strength in leadership and team coordination within business settings.
- Ability to evaluate business performance using KPIs and metrics.

Studying Scenarios

In this Management and Business Fundamentals training, participants develop skills through the following scenarios:

- Analyzing company structure to improve workflow efficiency and accountability systems.
- Designing simple business strategies for improving market positioning and growth.
- Evaluating financial reports to support informed business decision-making processes.
- Managing operational challenges through structured problem-solving techniques.

Course Content

Unit 1: Introduction to Management and Business Fundamentals

- Definition of management and business core principles.
- Overview of business management basics in organizations.
- Importance of corporate management in modern economies.
- Roles and responsibilities of managers in companies.
- Relationship between leadership and organizational success.
- Key differences between management and administration functions.
- Understanding business environments and external influences.

Unit 2: Organizational Structure and Business Functions

- Types of organizational structures in business systems.
- Functional roles within corporate management frameworks.
- Coordination between departments for operational success.
- Principles of authority, responsibility, and accountability.
- Flow of communication in structured organizations.
- Impact of organizational design on performance outcomes.
- Delegation techniques in business operations.

Unit 3: Strategic Management and Business Planning

- Fundamentals of strategic management in organizations.
- Business planning processes and goal-setting methods.
- SWOT analysis for business decision-making support.
- Competitive advantage and market positioning strategies.
- Long-term and short-term planning approaches.
- Execution of strategic business initiatives.
- Alignment of strategy with organizational objectives.

Unit 4: Financial and Operational Management

- Introduction to the basics of financial management in business.
- Budgeting principles and cost control techniques.

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- Financial performance analysis and interpretation.
- Operations management fundamentals and workflow design.
- Resource allocation and productivity improvement methods.
- Risk management in financial and operational contexts.
- Efficiency improvement through process optimization.

Unit 5: Leadership, Decision Making, and Performance

- Leadership styles in modern business environments.
- Decision-making models in organizational management.
- Importance of KPIs in performance evaluation systems.
- Employee motivation and team performance improvement.
- Communication skills for effective leadership roles.
- Problem-solving techniques in business challenges.
- Continuous improvement in corporate management practices.

Final Insights & Key Takeaways

A strong understanding of Management and Business Fundamentals builds the foundation for effective leadership and organizational success. Mastering the basics of business management enhances strategic thinking, decision-making, and operational efficiency in any professional environment.

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Registration form on the :
Management and Business Fundamentals

code: 121759 **From:** 17 - 21 Aug 2026 **Venue:** Casablanca (Morocco) **Fees:** 4500 **Euro**

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