



Strategic Business & Leadership

18 - 22 Aug 2024
Kuala Lumpur (Malaysia)



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Ref.: 15462_308831 **Date:** 18 - 22 Aug 2024 **Location:** Kuala Lumpur (Malaysia) **Fees:** 3900 Euro

Introduction:

In today's highly competitive and challenging environment, it is critical to have a proper perspective on the direction in which your organization is heading. This 5 Day MBA will focus on issues and challenges faced and point you in the correct direction for the future.

The seminar is designed to stretch participants to equip them with the knowledge and confidence to lead and manage in a fast-moving and complex business environment. The course is a unique distillation of the skills that you need to be successful in business leadership.

Targeted Groups:

Managers Executives, and Employees who want to gain great experience to improve their career.

Course Objectives:

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

- Know and understand the essential ingredients of Personal & Business success.
- Help non-business-trained professionals to understand and practicing business administration.
- Have a clear vision of vital business topics, business environment, important concepts and strategic options.
- Apply the concepts, tools, analytical techniques and financial knowledge to maximize the value of the organization using strategy thinking.
- Empower the leader's role using creative thinking techniques.
- Be aware of the challenges facing an organization seeking to survive or prosper, and how protect and empower it.

Targeted Competencies:

- Leadership skills
- Essential financial knowledge
- Marketing & sales
- Business planning
- Development of innovation

Course Content:

Day 1: Creative Leadership:

1. Welcome and Introduction & Introduce session aims and objectives
2. Think then answer
3. Creative leadership
4. Historical & cultural examples
5. How do we become creative?
6. Introduction to strategic planning
7. Style approach of leadership
8. Blake and Mouton's grid
9. Discussion Q&A
10. Housekeeping

Day 2: Finance and Accounting for Non-financial Managers:

1. Quick review of last session.
2. Housekeeping solution
3. Introduce session aims and objectives
4. The Basic Accounting Equation
5. Transaction Analysis
6. Revenues and Expenses
7. Financial statements
8. Discussion Q&A
9. Application & solution
10. Housekeeping

Day 3: Strategic Planning for Effective Marketing:

1. Quick review of the last session
2. Housekeeping solution
3. Introduce session aims and objectives
4. Strategic Thinking
5. Strategic planning
6. Marketing strategic planning
7. Continue : Marketing strategic planning
8. The Marketing Control Process
9. Discussion Q&A
10. Housekeeping

Day 4: Managing Organizational Structure and Culture:

1. Quick review of the last session
2. Housekeeping solution
3. Introduce session aims and objectives
4. Organizational structure - the basics
5. Organizational structure design
6. Organizational Culture
7. Discussion Q&A
8. Housekeeping



Day 5: Teamwork Leadership:

1. Quick review of the last session
2. Housekeeping solution
3. Introduce session aims and objectives
4. Traits of a leader
5. Being a Leader
6. Building a Team
7. Problem Solving and Decision Making
8. Discussion Q&A
9. General review
10. Closing the session & thanking the participants & Granting certificates and Congratulate them.



**Registration form on the :
Strategic Business & Leadership**

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