Mastering Business Administration MBA™

# The Professional *Executive MBA*

© Programme designed and Certified by

ISM International School Of Management LONDON

# INTRODUCTION

Mastering Business Administration MBA™

This programme Mastering Business Administration (MBA) created and delivered by faculty at the International School of Management (ISM) London as a bespoke executive development training course is a continuous learning and management development process, not a product, for professionals across different disciplines, cadres or levels and specializations but it requires some professional experience and limited exposures to maximize its benefits. However, the modules and learning outcomes of the MBA are similar to that of a professional Master of Business Administration (MBA) degree.

In the current age of increasing emphasis on knowledge and talents; when markets and people are more interested in the ability to demonstrate knowhow and practical capacity than the number of paper certificates and their classes, Mastering Business Administration (MBA) is the contemporary short time yet scalable learning and development solution for those who require both the experience and certificate of proficiency in business development, management and general administration.

Based on its practical, action-based and experiential adult learning design, it is the ideal alternative for those professionals with little or no knowledge of management education or experience in professional management, business administration or organizational growth and development.

The MBA also serves as a refresher course for those who already earned or were unable to complete their academic degrees or those with experiences in business administration or related fields but need to update their knowledge and experiences based on the most recent research and professional practices in management and administration.

This course is necessary for most business owners and more so for those forward looking individuals who want to become their own bosses. More than the certificate alone, the ultimate benefit is the actionable learning experience and the various exchanges amongst delegates and between delegates and faculty as offered by the programme design and delivery methodology.

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# PROGRAMME DESIGN AND UNIQUE VALUE

We have designed the MBA as a residential programme in order to maximize the in-class and extended learning periods by reducing the interferences of daily routines and increase the learning opportunities available throughout each day (and night sometimes) of the programme.

As a fully residential programme, it promises to be a fun learning experience reminiscing years of student lives while involving good times for recreation, socializing and networking at the same time.

Two of the major highlights of the programme are the first and the last days, which are the Sunday and Friday. Sunday would witness a brief politics and power play or demonstration of leadership competencies while Friday would involve fellowship with a foreign Chamber of Commerce and Industry, special dinner, optional night out and/ or tour of a major place of heritage.

The proficiency certificates issued by the ISM London is well recognized by industry leaders and respected across nations by academic institutions, professional associations and government authorities/agencies.

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# LEARNING OUTCOMES

### Understand the business and the environments

- Get a thorough insight into the business from its many different dimensions
- Discover the different options open to them for achieving business objectives and targets
- For each business issue, appreciate the links between the different functional areas
- Understand the roles and interests of different stakeholders

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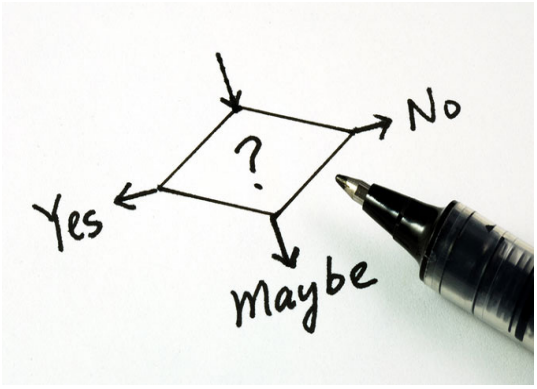
### Make Decisions based on clear understanding

- Decide or propose a decision with conviction and confidence
- Plan for improvement and success; clear, logical and coherent planning
- Be committed and get commitment from others on the decisions and plans
- Follow through with dedication and determination

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### Implement improvement changes for growth

- Having understood and decided, go to action with greater confidence
- Manage the constraints and opportunities
- Manage and lead individuals and teams in making it all work.
- Measure the progress of their actions and adjust the course to remain on target
- Gauge the impact of action on profits and make adjustments where necessary

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### Sustain development and be socially responsible

- Successful businesses are more concerned with sustaining their achievements and contributing to advancement of humanity
- Attain self esteem and relevance beyond making profits and investing
- Contribute to the vision of other people and help others be successful
- Live a life of impact and purpose; be truly successful with legacies to show for it.

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# COURSE OUTLINE

**Day 1: Saturday (REGISTRATION & FAMILIARISATION)**

- Arrival, Meet & Greet, Personal Introduction & Exchanges
- Registration & Distribution of Course Materials
- Lodging Arrangement
- Familiarisation Cocktail & Networking
- Submission of Individual/Corporate Profiles
- Submission of Case Studies for consideration (if any)
- Tour of the Resort/ Hotel facility
- Caucuses & Nomination for Class Leadership
- Voting and Installation of Class Director
- Meeting scheduling & Parliamentary Procedures
- Team Formation/Syndicate Grouping

**Day 2: Sunday (BUSINESS STRATEGY, INNOVATION & IMPLEMENTATION)**

- Assessing External Business Environments
- Competitive Positioning & Stakeholder Mapping
- Firm Resources and Capabilities
- Strategic Capabilities & Dynamic capabilities
- Resource acquisition versus development
- Understanding Strategic Intent and Choices
- Organisational Design Fit for purpose
- Innovation Management & Business Model
- Innovation adoption, diffusion, first mover advantages and late adopters
- Market Penetration Strategies
- From idea to reality
- Ideation and Ideation priority
- Commercialisation of Innovation
- Ethical dealing as Strategy
- Environmental, Social and Governance Approach
- Significance of Vision, Mission & Values for Sustainability
- Business Continuity Strategies

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# COURSE OUTLINE (Cont'd)

**Day 3: Monday (MARKETING MANAGEMENT, RESEARCH & MARKET ANALYSIS)**

- What is marketing and Why is it important?
- Marketing & Market Development
- How marketing fits into the rest of the organisation
- The external marketing environment analytical tools and techniques,
- Marketing strategy
- Segmentation, Positioning and targeting
- Establishing the marketing mix (The 7 Ps)
- Marketing communications, Managing the promotional campaign
- Price, product and distribution channels
- Drawing up the marketing plan
- Implementation, monitoring and controls
- The Consumer Buying Behaviour
- Customer Relationship, retention and engagement
- Impact of Generations (X, Y, Z) on Marketing
- Cultural implications of Marketing
- Essentials of Marketing Research
- Marketing Research Process
- Marketing Information System
- Brand Differentiation & Positioning
- Mass Marketing & Promotion
- Internal Marketing Philosophy
- Emerging Market Versus Global Markets
- Michael Porters' 5 Forces & Analysis
- Geoffrey Moore's Technology Adoption Cycle – Dealing with Darwin
- Fundamentals of Competitive Intelligence

**Day 4: Tuesday (FUNDING, ACCOUNTING & FINANCIAL INVESTMENT)**

- Sources of Business or project Funds (Traditional & Contemporary)
- Factors affecting Funding and Foreign Investments
- Key Accounting Concepts

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# COURSE OUTLINE (Cont'd)

- Basic Books of Accounting
- Understanding Financial Statements
- Analysis and Interpretation of Financial Statements
- Key Accounting ratios for gauging business health and taking important decision
- Key Capital Budgeting Methods
- Budgeting as a Business Planning, Management and control tool
- Required accounting formats and reports
- Factors affecting Profitability and Liquidity
- Understanding Cost Management and Apportionment
- The roles of cash and its effective management in business
- Basic Tax Laws and requirements
- PAYE, VAT, WHT, NSITF and Education Taxes.

**Day 5: Wednesday (STRATEGIC HUMAN RESOURCE & ORGANISATIONAL DEVELOPMENT)**

- Understanding the Investment Perspective of human resources
- Human Resources Functions
    i. Recruitment
    ii. Salary Administration
    iii. Job Description
    iv. Training & Development
    v. Performance Measurement & Appraisal
    vi. Termination & Exit Interview
- Motivation and Employee Engagement
- Understanding Psychological Contract of Employment
- Diversity Management & Inclusion
- Labour Laws, Industrial Relations & Arbitration
- Pension Types, Acts and Administration
- Emotional Intelligence & People Management
- Leadership, Power & Authority
- Organisational Culture
- Human Resource Policies & Administration
- Compliance & Discipline

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# COURSE OUTLINE (Cont'd)

**Day 6: Thursday (INFORMATION TECHNOLOGY, BUSINESS COMMUNICATION & LETTER, EMAIL & REPORT WRITING, MICROSOFT OFFICE SUITES & PRESENTATION SKILLS)**

- Understanding Data, Types, & Data Analysis for Effective Decisions
- Business Support Applications and their uses
- Business Technologies for Improved Performance
- Fundamentals of Business Communication
- Letter Writing and Email etiquettes
- Review of Sentence Structures & Grammar
- Business Lexicon (Common errors and assumptions)
- Grammarly.com
- Citation & Referencing (Harvard)
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Basics of Report Writing
- Effective Communication & Presentation Skills
- Managing Virtual Teams & Conducting Virtual Meetings
- Adopting Teleworking Arrangements

**Day 7: Friday (FELLOWSHIP WITH CHAMBER OF COMMERCE, SOCIAL TOURISM & OPTIONAL NIGHT OUT)**

- Fellowship with foreign Chamber of Commerce & Industry
- Understanding Exportation opportunities & Mini-importation
- Visitation to places of tourist attraction or national heritage
- Sight seeing & Optional Night out

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# REGISTRATION & ENQUIRIES

**Date :** 7 days

**Registration :** £55 (non-refundable)

**Tuition :** £3,500

*Tuition covers Accommodation, Breakfast, Lunch, tea break, Dinner, Airfare, all class works, case studies and action learning activities, business networking, socials/ tourism, proficiency certificate in Mastering Business Administration (MBA) and lifelong learning free access to courses on Online Campus Nigeria (OCN).*

**FOR FURTHER ENQUIRIES, PLEASE CONTACT:**

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