

## MBA Essentials: Enhancing Organizational Performance - 5 Days

### *Course 247 Overview*

- You Will Learn How To**
- Integrate business management theory with realistic practices
  - Apply finance and accounting techniques to support decision making in today's economic conditions
  - Formulate a comprehensive marketing plan
  - Leverage organizational structures, operations and systems to achieve business objectives
  - Manage people effectively to maximize organizational performance during difficult times
  - Develop business and product strategies that create ongoing competitive advantage
- Course Benefits** Understanding the complex factors that drive business is vital for professional and organizational effectiveness and to ensure a competitive edge. This course offers the skills you need to evaluate organizational information and address business challenges. You learn fundamental business concepts and proven management analysis tools typically taught in MBA programs to guide your analysis, planning, decision and implementation processes.
- Who Should Attend** Business analysts, managers at all levels, IT professionals and anyone who wants a fast-track course to improve their business knowledge and decision making or needs to better interact with marketing, sales, finance or operations staff.
- Workshop Course** You apply key analytical skills through a series of computer-based simulations. Workshops include:
- Assessing the impact of your decisions through a comprehensive and realistic business simulation
  - Applying root cause analysis to improve effectiveness
  - Integrating tools and techniques to develop business, services and product strategies
  - Developing key concepts and components of an effective marketing plan
  - Evaluating operating budgets and financial performance measures
  - Analyzing profit and loss statements, balance sheets and cash flow statements

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### Course 247 Outline

#### Fundamental Business Skills

- Interpreting accounting concepts and reports
- Applying financial analysis techniques
- Leveraging customer and market behaviors
- Structuring productive business operations and processes
- Managing people effectively
- Formulating a competitive business strategy

#### Measuring Business Performance with Accounting

##### The key components of managerial and cost accounting

- Decoding the various types of accounts
- Deciphering balance sheet accounts: assets, liabilities and net worth

#### Working with managerial accounting tools

- Analyzing balance sheets to determine business strengths
- Interpreting profit and loss statements
- Assessing cash flow statements

#### The impact of cost accounting practices

- Actual vs. standard costs
- Employing costing techniques
- Applying the concepts of activity-based costing

#### Applying Finance Tools and Techniques

##### Optimizing capital management

- Managing the two key cash drivers: receivables and payables
- Applying working capital effectively

#### Leveraging analysis tools

- Selecting appropriate tools and measures
- Driving solid management decisions

#### Financial management

- Budgeting, forecasting and reporting tools
- Balancing equity and debt in all economic cycles

#### Targeting Markets and Customers

##### Developing an effective marketing plan

- The roles of marketing
- Distinguishing marketing and merchandising

#### Differentiating market and buyer behavior

- Tuning in to customer needs

- Segmenting your market space
- Marketing terminology and techniques

#### Your marketing toolkit

- Applying the five Ps of marketing
- The "How Tos" of effective brand management
- Leveraging the product life cycle

#### Running the Business

##### Maximizing an organization's effectiveness

- Factors driving organizational structure
- Improving selection of new employees

#### Applying critical business practices

- Reducing waste with "lean" and related techniques
- Incorporating the best of Six Sigma

#### Delivering Results through People

##### Managing results and expectations

- The actual responsibilities of management
- Balancing managerial roles: interpersonal, informational and decisional

#### Navigating the levels of management

- Shifting perspectives from level to level
- Changing behaviors

#### Creating an effective environment

- Fostering emotional intelligence
- Resolving tensions, disruptions and conflict

#### Developing Winning Business and Product Strategies

##### Building a sustainable plan

- Best practices of effective planning processes
- Assessing opportunities: matrices and SWOT analysis
- Key forces and factors driving strategies
- Identifying and developing strategic options
- Balancing short-term results against long-term sustainability
- Avoiding the pitfalls of once great organizations

#### Moving from plan to action

- Product portfolio management
- Formulating a business vision
- Applying eight key steps for managing change