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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

# Course: Successful Management for Business Achievement

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| MT-114SA | Alula | Hotel Meeting | 2027-04-25 | 2027-04-29 | 10950 SR | En - 25 |

## Introduction

In today’s highly competitive and challenging environment, it is critical to have a proper perspective on the direction in which your organisation is heading.  The seminar will focus on issues and challenges faced and point you in the correct direction for the future.

The seminar is designed to stretch delegates in order 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 delivered by people in business.

**The highlights of the seminar are as follows:**

- Essential concepts of leadership theory that all managers need to know
- Finance, Financial strategy and Accounting for non-financial managers
- Marketing, Brand development and Market positioning - Understanding key marketing concepts
- Learn about group process and shared leadership
- Development of innovation
- Motivating the new generation of workers
- Your personal vision and vision statements for success

## Objectives

- To provide concise, comprehensive coverage of vital business topics, important

concepts, and proven strategies taught as part of MBA programs

- To grasp the essential ingredients of:
  - Personal success
  - Management success
  - Business success
- To help non business-trained professionals understand fundamental business principles
- To ensure that delegates are current with the future thinking in all aspects covered in this MBA Programme

## Training Methodology

There are detailed presentations supporting each of the topics together with interactive trainer lead sessions of discussion. Role-plays, case studies, DVD's, small group work, exercises and feedback will be used to facilitate learning.

The main principle on which the seminar has been built is the principle of experiential learning. Delegates will be given the opportunity to practice these skills using a series of exercises and case studies. Networking amongst attendees is encouraged to discuss mutual business issues

## Organisational Impact

- Giving attendees the knowledge to make them "intrapreneurs" within the organisation
- To ensure that attendees within the organisation are appraised of current business thinking and its application
- To make attendees aware of the need for creative and innovative thinking required in today's organisations
- Provision of practical methodologies that can help improve results from all resources used in a business (people, capital and products)
- How to get the most out of all stakeholders in an organisation

# Personal Impact

### By the end of this seminar you will be able to:

- Understand the essential ingredients of personal, management and business success
- Have a clear understanding of vital business topics, important concepts and proven strategies taught as part of an MBA program
- Apply the concepts, tools and analytical techniques and knowledge to gain financial benefit for you and your organisation
- Understand the leader’s role in today’s increasingly difficult business environment and create a niche for yourself
- Be aware of the challenges facing an organisation seeking to survive or prosper

# SEMINAR OUTLINE

### DAY 1

### Leadership, Team work & Ethical Success

- Why a 5-day MBA
- The impact that leadership has in determining the organisations success
- Essential concepts of leadership theory that all managers need to know
- Team work essentials
- Case Study
- Understand the Tuckman Model and its relevance to how individuals and groups work together effectively and competently in business environments
- The importance of ethics and corporate social responsibility in today’s business environment
- Case Study

**DAY 2**

## Money: Finance and Accounting for Non-Financial Managers

- Accounting concepts simplified
- Key financial terms you must know as a manager
- Profit and Loss Account
- Balance Sheet construction and assessment
- Product Costing
- Considering the Going-Concern Assumption
- Return on investment, Risk assessment, and Profit & Loss
- Investment Appraisal Case Study

**DAY 3**

## Marketing and Sales Success and Blue Ocean Thinking

- Understanding key marketing concepts
- Case study on new product development
- The Unique Selling Point (USP)
- Market Research - How consumers are influenced into the markets and buy
- Branding what is it how does it work and why, for individuals and organisations
- SWOT, PEST and Five Forces Analysis
- Case study – competitor analysis
- Blue ocean Thinking and its place in business

**DAY 4**

## Organisational Structures and Their Place in the Modern Business Environment

- Organisational Structures; Tall, Flat, Centralised, Hierarchical & Matrix
- Why the Matrix structure is preferred by many leading companies
- The importance of innovation for sustainable success
- Case study
- The psychology of the group
- An introduction to group dynamics
- Exercise: group dynamics in action
- Group process and shared leadership

**DAY 5**

**Leadership of Tomorrow and How to Develop a Strategy to Succeed**

- Understanding Generation ‘X’ and ‘Y’
- Motivation the new generation of workers
- Becoming an “entrepreneur” within your company
- What you have to do to succeed – ‘outliners’ explored
- Case Study
- Your personal vision and vision statements for success
- Personal action Plans

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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