



# Executive Business Management

## Program Overview

This programme is about exploring and mastering Knowledge, Skills, and Abilities (KSA) that will comfortably take managers to the next level of competence.

It begins with practical insights into leadership and behavioral styles and then quickly moves into cross-cultural management core competencies needed in managing people, and businesses.

## Who Should Attend?

- Individuals who have some experience at the supervisor/manager level and are ready to take more management responsibilities.
- Individuals who are being groomed to make the transition from supervision to either a manager or leader of change “change agent”.
- Individuals who need a deeper understanding of what drives individual behavior and group dynamics.
- Individuals who need to hone their Communication, Presentation, Negotiation and Coaching skills to enhance further.
- Leaders who are looking to improve their managerial knowledge and skills, and have been called to lead a change initiative and to manage project and cultural awareness.

## Accreditation

Trainees will be awarded with a Certificate of Completion by Victory Training & Development Institute.

- Prerequisites: N/A
- Lecturers: VTDI Faculty
- Delivery: English
- Duration: 60 Hours
- Fees: BD 800/-  
**Local Certificate**

### ACCREDITATION:

Trainees will be awarded with a Certificate of Attendance by VTDI. This Programme is accredited by Hull University & IAO.



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## Program Objectives

- Understand how cross cultural and intercultural issues manifest in the workplace
- Explain the meaning of culture
- Developing skills and approaches to deal with cross cultural and intercultural issues.
- Learn how to leverage cultural differences and maximize the potential of a multicultural team
- Understand the variety of issues involved in cross cultural management
- To understand the macro-environmental Factors Influencing B2B Organizational Behavior

## Learning Outcomes

NO	LEARNING OUTCOMES	ASSESSMENT CRITERIA
1	Understand the nature of management and its role and contribution to business life	<ul style="list-style-type: none"><li>• Explain the various levels of management within organization and their respective roles and responsibilities</li><li>• Explain the evolution of management thought</li><li>• Critically appraise the applicability of traditional and contemporary theories of management</li></ul>
2	Understand the role and operation of the finance function in organizations	<ul style="list-style-type: none"><li>• Explain the role of financial management in organizations</li><li>• Distinguish the different approaches to budgeting and costing</li><li>• Critically evaluate the influence of the wider financial and economic environment on the activities of the finance function</li><li>• Explain how organizations use financial analysis techniques to assess and monitor financial performance and financial position</li><li>• Explain the main techniques organizations use to evaluate capital investment proposals</li></ul>
3	Understand the nature of the environment in which businesses operate	<ul style="list-style-type: none"><li>• Explain what constitutes a business</li><li>• Identify participants, function and external forces of business</li></ul>
4	Be able to assess the significance of global factors and market dynamics that shapes business activities	<ul style="list-style-type: none"><li>• Discuss the role of environmental scanning</li><li>• Critically assess the dynamic nature of the challenges faced by modern business</li><li>• Critically apply business analysis techniques such as SWOT, Porters Five Forces, and PESTLE analysis</li></ul>
5	Understand the role of planning, control and organization within business	<ul style="list-style-type: none"><li>• Explain the various forms of business planning and their contribution to business management</li><li>• Critically appraise on the practical challenges involved in developing and implementing effective business plans</li><li>• Explain the process of organizing as a management function and the merits and limitations of various forms of organizational design.</li><li>• Critically evaluate contemporary approaches adopted by organizations to measure , monitor and manage organizational performance</li></ul>



NO	LEARNING OUTCOMES	ASSESSMENT CRITERIA
6	Understand the nature of leadership and related motivational theories and their application in the transforming business situations	<ul style="list-style-type: none"> <li>Explain the multi-faced nature of leadership</li> <li>Evaluate the merits and limitations of the various schools of thought in the area of leadership</li> <li>Analyze the key skills of effective leaders</li> <li>Differentiate between the content and process theories of motivation</li> <li>Critically appraise the role of management in organizational change</li> <li>Explain common sources of resistance to change and discuss the relevance of models of change management in organization</li> </ul>
7	Understand the role and operation of Human Resources function and of the challenges that arise within the function	<ul style="list-style-type: none"> <li>Explain the key factors that affect Human Resources Management (HRM) in the workplace</li> <li>Describe each of the main activity areas of HRM function</li> <li>Explain the challenges posed by groups dynamics in organizations</li> </ul>
8	Understand the role and operation of the marketing and sales functions in organizations	<ul style="list-style-type: none"> <li>Explain the relevance to marketing strategy of each element of the marketing mix for products and services</li> <li>Distinguish service marketing from product marketing</li> <li>Critically analyze the relevance contemporary issues in marketing</li> </ul>
9	Be able to advise on the development of appropriate marketing strategies	<ul style="list-style-type: none"> <li>Devise strategies for segmenting, targeting and positioning products and services in markets</li> </ul>
10	Understand the role and operation of Information Technology/ Information System function in Organization	<ul style="list-style-type: none"> <li>Explain the various roles fulfilled by the IT/I function in organization</li> <li>Explain how E-Commerce is developing in organizations</li> <li>Critically appraise the relevance of the various stages in the IT/ IS Systems development life cycle</li> <li>Explain the safeguard and controls that should be in place to mitigate against threats to the security of data and systems</li> </ul>

## Structure of the Program

NO	UNIT TITLE	CONTACT HOURS
1	The Dynamic Workplace	4 Hours
2	Management – Past to Present	4 Hours
3	Ethical Behavior and Social Responsibility	4 Hours
4	Environment, Organizational Culture, and Diversity	4 Hours
5	Global Dimensions of Management	5 Hours
6	Planning and Controlling	4 Hours
7	Strategic Management	4 Hours
8	Organizing and Staffing	4 Hours
9	Leading and Controlling	5 Hours
10	Teams and Teamwork	4 Hours
11	Communication and Interpersonal Skills	5 Hours



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NO	UNIT TITLE	CONTACT HOURS
12	Business – to – Business (B2B)	4 Hours
13	Business Ownership	4 Hours
14	International Business	5 Hours
<b>Total:</b>		<b>60 Hours</b>