



Business Seminars

All the different business seminar topics are inter-related; hence one can not attend only one seminar but advised to do all.

<ul style="list-style-type: none">▪ Business Planning (5 days)▪ Accounting and Finance (5 days)▪ Sales and Marketing (5 days)	<ul style="list-style-type: none">▪ Operations (5 days)▪ Managing People (5 days)▪ Management and Use of Technology (5 days)▪ Exiting a Business (5 days)
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Business Planning (5 days)

Business planning is about results. You need to make the contents of your plan match your purpose. A business plan looks ahead, allocate resources, focus on key points, and prepare for problems and opportunities. Unfortunately, many people think of business plans only for starting a new business or applying for business loans. But they are also vital for running a business, whether or not the business needs new loans or new investments. Businesses need plans to optimise growth and development according to priorities.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Competitive Advantage
- Company Vision & Mission
- Business Plan
- Developing a Product Strategy
- Financial Planning
- Marketing & Sales Planning
- Operational Planning
- People Planning
- Organisational Structure

Accounting and Finance (5 days)

Accounting and Finance are core functions in any organisation and this popular seminar gives you the critical insight to be able to analyse and understand a range of different concepts. *Why do it?* "The world continues to be in financial turmoil and this underlines the need for companies and other organisations to be able to report accurately, analyse, understand and take action to navigate through this 'sea of troubles'. *What's it all about?* Money, business and management and how the three intertwine, covering aspects of economics, but with a more practical, professionally-orientated focus. Contrary to popular belief accountancy and finance are not one and the same – accountancy covers the provision and analysis of information for a whole range of purposes within business, while finance is concerned directly with the management of monetary funds.

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Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Prudent Financial Management
- Securing Capital
- Budgeting
- Dealing with Financial Institutions
- Cash Management
- Inventory Management
- Financial Reporting
- Business Expansion
- Acquisitions

Sales and Marketing (5 days)

A carefully crafted combination of sales and marketing is vital for successful business growth. "Selling" or making sales consists of interpersonal interaction-the one-on-one meetings, telephone calls and networking-that you engage in with prospects and customers. The term "marketing" encompasses programs businesses use to reach and persuade prospects, including advertising, public relations, direct mail and more. What you ultimately want from a buyer is not a sale, but a relationship. Relationships should be built on trust, and while the world of sales certainly allows for the possibility of convincing a buyer to buy; this requires great skill and results in a symmetrical transaction—one that is of primary benefit to both parties.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Defining a Market
- Branding & Product Management
- Advertising, Promotion & Public Relations
- Guerrilla Marketing
- Internet Marketing
- Social Media
- Managing & Compensating a Sales Team
- Customer Service & Satisfaction
- International Marketing

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Operations (5 days)

Operations management refers to the activities, decisions and responsibilities of managing the resources which are dedicated to the production and delivery of products and services. The part of an organisation that is responsible for this activity is called the operations function and every organisation has one as delivery of a product and/or service is the reason for existence. Operations managers are the people who are responsible for overseeing and managing the resources that make up the operations function. The operations function is also responsible for fulfilling customer requests through the production and delivery of products and services.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Costing & Pricing
- Operating Cost-Control Systems
- Finding & Managing Facilities
- The Need for Capital Equipment
- Lease vs Buy
- Measuring & Managing Productivity
- Business Process Improvement
- Quality Management
- Effective Project Management

Managing People (5 days)

A manager's most important and most difficult job is to manage people. Your employees are the biggest asset you have. Their performance and attitude can result in the success or failure of your business. The most difficult part of any manager's job is people management. He or she is required to lead, motivate, train, inspire, and encourage. On the other hand, he or she is also responsible for hiring, firing, disciplining, training and evaluating. These functions seem to be at odds, but a successful manager can integrate both the positive and negative aspects of these tasks to create a positive, productive work force.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Leadership
- Effective Communication
- Relationship Management
- Motivation
- Business Coaching
- Negotiation
- Creating Contracts
- Alternative Dispute Resolution
- Managing Change

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Management and Use of Technology (5 days)

Information technology is an essential partner in management of your business, regardless of the kind of enterprise you operate. Whether you need computers for storage, transfer, retrieval or transmission of information, you can manage your business with greater accuracy and efficiency with the assistance of information technology and computer applications. The key to any successful business or organization is good management. Many organizations and businesses use technology to manage specific tasks on a daily basis. Management is an act of *planning, directing, controlling* and *evaluating* any activity. So we have to look at how technology can be used in the planning process of any organization, in directing, in controlling and evaluating. In brief, technology can be used in research and development, it can be used in production, it can also be used in marketing, it can also be used in monitoring performance of employees. All these processes are essential in management and they can not be achieved without the help of technology.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Business Intelligence
- Effective Information Flows
- Creating Information Systems & Databases
- External Information Sources
- Establishing Accounting System
- Customer Relationship System (CRM)
- The Internet
- Technology Management
- The Future of Technology

Exiting a Business (5 days)

At some stage all business owners must face the prospect of exiting their business and just like when you started, it's important that you meet all your obligations when ending or departing the operation.

Concepts, theories and ideas covering each of the following business issues will be illustrated using real life case studies and business world examples:

- Dealing with Insolvency
- Valuing a Business
- The Process of Exit Planning
- Effective Succession Planning
- Selling a Business
- Outside Transition Management
- Transitioning a Family Business
- Creative Options for Exiting
- Planning Life after a Business Transition