



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Successful Management for Business Achievement

| Code | City | hotel | Start | End | price | Hours |
|------|------------------|---------------|------------|------------|--------|-------|
| 114 | Zagreb (Croatia) | Hotel Meeting | 2025-03-24 | 2025-03-28 | 4950 € | 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 and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.