

Fundamentals of Business Management & Planning (2 Days Workshop)

The proposed structure of the course is to provide a quick, comprehensive and practical outlook towards fundamental concepts of business management. In the three days, participants will experience a unique learning experience based on Case Studies, Role based activities and Management tasks relevant to the topic being discussed. The participants will also be required to perform Assignments on Workbooks especially designed to cover the written tasks

The following are key learning outcomes of the two days session

1. Understanding the Key concepts of business management and various management models
2. Importance of Business Communication and its impact on the Internal & External Stakeholders of the organization
3. Understanding the Business Structures and difference between Strategic, Tactical and Operational management of organization.
4. Foundation of Organizational Structures such as developing and understanding Organizational Charts, conduct Job Analysis, develop Job Descriptions
5. Understanding of Performance Measurement and establishing Key Performance Indicators
6. Importance of Human Resource functions such as Recruitment & Selection, Employee Relations, Training & Organizational Development
7. Understanding of Budgeting concepts and types of budgets used in an organization
8. Understanding and using the Planning process based on the Plan- Do-Check-Act Cycle Dr. W. Edwards Deming's pioneering work in quality management. Use of Management tools such as SWOT Analysis and PREST Analysis for planning
9. Concepts of Organizational behaviour such as Team Management, Motivation, Interpersonal Skills, Leadership and Factors of Job Satisfaction
10. Use of Problem Solving and Decision Making tools such as 5 Whys Technique, Fish Bone Analysis, Pareto Analysis, Brain Storming and Brain Writing
11. Participants will have unique opportunity to work on the Myers-Briggs Type Indicator personality framework and practical use of the MBTI tool
12. Understanding the Organizational Negotiation Process and developing Negotiation Skills. Understanding use of Conflict Management concepts and tools
13. Understanding of Time Management and use of various time management concepts
14. Understanding of Stress Management and use of various tools and techniques for managing stress
15. Understanding the importance of Customer Services and developing a Customer Services Excellence Culture



Course Outline

Module 1

1. Functions of Business Management
 - a) Forecasting
 - b) Planning
 - c) Organizing
 - d) Commanding
 - e) Coordinating
 - f) Controlling

2. Foundation of Business Communication
 - a) Elements of Communication
 - b) Models and Types of Communication
 - c) 7 C's of Communication: Completeness
 - d) 7 C's of Communication: Conciseness
 - e) 7 C's of Communication: Consideration
 - f) 7 C's of Communication: Concreteness
 - g) 7 C's of Communication: Clarity
 - h) 7 C's of Communication: Courtesy
 - i) 7 C's of Communication: Correctness

3. Understanding the Business Structures and difference between Strategic, Tactical and Operational management of organization

Module 2

0. Foundation of Organizational Structures
 - a) Developing and understanding Organizational Charts
 - b) Conduct Job Analysis
 - c) Develop Job Descriptions

2. Fundamentals of Human Resource functions
 - a) Recruitment & Selection
 - b) Employee Relations
 - c) Training & Organizational Development

3. Performance Measurement and establishing Key Performance Indicators

Module 3

1. Understanding and using the Planning process
 - a) Budgeting concepts and types of budgets
 - b) Use of Dr W. Edwards Deming's Plan- Do-Check-Act Cycle
 - c) Use of SWOT Analysis
 - d) Use of PREST Analysis for planning

Module 4

1. Concepts of Organizational behaviour
 - a) Team Management
 - b) Motivation
 - c) Leadership
 - d) Factors of Job Satisfaction
2. Use of Problem Solving and Decision Making tools
 - a) 5 Whys Technique
 - b) Pareto Analysis
 - c) Brain Storming
 - d) Brain Writing
3. Understanding the Organizational Negotiation Process and developing Negotiation Skills.
4. Understanding of Time Management and use of various time management concepts
5. Understanding of Stress Management and use of various tools and techniques for managing stress
6. Understanding the importance of Customer Services and developing a Customer Services Excellence Culture