AMA2561 AMA's 5-Day "MBA" Certificate Program Training

Duration: **5 Day**

BILGINC IT Academy
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bilginc.com

Arm yourself with the 10 vital business skills you need to make sound business decisions.

How you do business is changing fast. Competition is more fierce than ever. How well you can grasp and handle data, reduce risks, and manage people, processes, and new technology is being tested daily. Prepare yourself to innovate, strategize, and lead with success.

In this one-of-a-kind program, you'll explore these vital skills and behaviors, guided by leading business experts, and practice applying them in an intensive business simulation. Each new skill you explore will inform and support every other skill. Working alongside peers from a variety of industries, you'll also develop the leadership skills you need to apply these behaviors on the job. This hands-on, 5-day immersive course, filled with case studies, exercises, and activities, offers you the unique opportunity to experience what every business must do—cut costs, increase revenue, and mitigate risks—with a holistic, game-changing approach that can have a lasting positive impact not only on your career, but your entire future.

Certificate Programs include additional post-course resources:

- On demand lessons to reinforce key skills
- Best practice skill refreshers
- Articles offering practical tips and tactics

Who Should Attend?

All business professionals who need a well-rounded, practical, actionable set of skills and tools to enhance analytical, personal, professional, and business acumen and make sound business decisions.

What You Will Learn

- How all components of a business fit together
- Read and understand financial statements and analyze the financial health of a business
- Insights into the economy and its impact on your business
- Develop a business strategy and establish a sustainable competitive position
- The language of business and how to communicate effectively on business matters to any audience level
- Develop an effective organization and successfully manage people

Training Outline

Get a Return on Investment

- Identify How the Relationship Between Risk and Return Influences Everyday Business Decisions
- Recognize How Effective Risk Management Maximizes Returns While Mitigating, Minimizing, and Eliminating Risks
- Identify Ways a Business Creates and Builds Value

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Speak Finance

- Identify Accounting Terms and Concepts
- Recognize How the Accounting Process Flows from Journal Entries, to the General Ledger, Trial Balance, and Financial Statements, Translating Operational Activities into the Financials
- Review and Analyze the Components of Financial Statements, Including the Income Statement, Balance Sheet, Statement of Retained Earnings and Cash Flow Statement
- Comprehend How the Financial Statements Interact with One Another
- Build a Set of Financial Statements from Scratch

Problem-Solve, Invest, and Grow

- Calculate Key Financial Ratios Using the Financial Statements
- Identify and Define the Key Liquidity, Leverage, and Profitability Ratios
- Explain How to Improve Profitability Through Cost Analysis and Profit Planning
- Recognize and apply Different Methods for Evaluating Capital Expenditures and Monitoring Project Performance
- Evaluate and Monitor Operating Performance

Manage

- Appreciate How the Role of the Manager Has Changed in the Global Business Environment
- Assess Individual and Team Behavioral (Social) and Communication Styles
- Develop, Coach, and Motivate Individual People
- Apply Tools to Manage Teams, Processes, and Information
- Address Generational Differences and Manage Conflict
- Move from an Operational Manager to a Strategic Leader

Communicate

- Utilize Effective Speaking, Listening, and Writing Strategies to Enhance and Expand Your Interpersonal and Organizational Communication Skills
- Present Ideas (in Writing and Verbally) in a Logical, Well-Organized Format in the Appropriate Tone
- Create Complete Messages (That Cover All the Critical Information)

Strategize

- Formulate Strategy Using the ADEPTT Model
- Develop Techniques to Define Strategy Goals
- Engage Resources
- Plan and Execute Productively
- Troubleshoot Successfully
- Track Results and Celebrate

Market

- Define and Analyze Marketing Fundamentals: What Is Marketing, and Why Is It Important?
- Use the Five Ps of Marketing: Positioning, Product, Pricing, Placement/Channels, and Promotion

Innovate

- Define and Differentiate Between Creativity and Innovation
- Apply Tips and Tools to Develop Creative and Innovative Thinking Around Products and Services

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Business Challenge Situation

- Collaborate with Your Team to Make Sound Business Decisions
- Practice Your Leadership and Teaming Skills
- Compete and Create Value for Your Company

Lead

- Discuss the Key Characteristics of Leadership
- Differentiate Between Leading and Managing