



MBA for Entrepreneurs & Non-MBA Students - CPD ACCREDITED

PIK-0226 DZ-O-1

Our Accreditations:



THE CPD STANDARDS OFFICE
CPD PROVIDER: 50477
2023-2025
www.cpdstandards.com



Place	: Oran	Venue	: Liberty Hotel (Résidence Le Jasmin, Zone des sièges, Oran, ALGERIA) - TBC		
Start Date	: 01-02-2026	End Date	: 07-02-2026	PPP	: £2150



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**If you can't train them,
you can't blame them!**

Short Description:

This hands-on and thrilling week-long Workshop on Leadership and Business Excellence gives all attendees the essential expertise and understanding to prepare them for higher-level duties in their business operations. It is ideal for individuals with diverse professional backgrounds looking to expand and enhance their business above its existing limits in line with their growth and development strategy. The 7-day Workshop for excelling in Leadership and Business Excellence is structured to furnish participants with the capabilities and assurance to guide and oversee in a rapidly evolving and intricate business setting. This is a versatile workshop, covering various key aspects and methodologies of leadership, creativity, and planning. Our practical Masters in Business Acumen for Entrepreneurs program condenses essential business insights from traditional MBA courses into digestible segments over a span of one week.

Course Overview:

COURSE OBJECTIVES

This training Program at PIK-LONDON will feature:

- Effective Leadership & Supervision Techniques.
- Cultivating a Worldwide Perspective.
- Strategic Planning & Critical Analysis.
- Exploring Novel Approaches.
- Basics of Human Resources Management & Financial Operations for non-professionals.

TARGET AUDIENCE

This training Program at PIK-LONDON targets:

- Non-business professionals who need a wider understanding of the business environment at macro level.
- Non-business professionals seeking a broader grasp of leadership & management principles.
- Anyone aspiring to excel in leadership roles.

Program Outline:

SESSION 1 - International Trade Challenges & Transformation

1. **Significant Stressors Impacting International Business Today.**
2. Current Changes in Global Financial Economy.
3. **Shifts in Global Politics**
4. **Transportation Transformation & Ecological Shifts.**
5. **CASE-STUDEY 1: "SIEMENS - Meeting Global & Local Needs".**

SESSION 2 - Monetary Matters, Economic Principles & Bookkeeping

1. Finance, Economics & Accounting.
2. The Influence of IT (Information Technology).
3. Evolution of the CFO Position.
4. Organisational Structure Simplified.
5. Challenges Impacting Financial Functions.

SESSION 3 - Business Innovation, Ethical Practices & Community

1. Ethics & Morals.
2. Social Responsibility.
3. Guidelines for Addressing Ethical Concerns Within the Organisation.
5. Real Examples.

SESSION 4 – Strategy & Marketing

1. Business Strategy Overview.
2. Interconnection Between Strategic Management & Marketing.
3. Different Approaches for Expansion (SWOT Analysis, Igor Ansoff's SMA, Business Modelling).
4. Evolving Business Strategies over the Decades.
5. CASE-STUDY 2: "IKEA SWOT Analysis & Sustainable Business Planning".

SESSION 5 - Managing Business Processes

1. Functions of Operations in Business
2. Recruitment Challenge in Western Countries
3. Pressures are transforming Business Operations (*Big Data, The Internet of Things (IoT), New Technologies, Globalisation*).
4. Impact of Globalisation on Organisational Strategies & Operations
5. Globalised effects on the United Kingdom

SESSION 6 - Workplace Dynamics & Staffing Strategies

1. Significance of Organisational Behaviour & HR in Business Management.
2. Team & Collaboration.
3. Power & Conflict.
4. Managing Change in Organisational Behaviour (OB).
5. Emotional Intelligence (EI) Overview.

SESSION 7 - Research & Change Management

1. Importance of Research in Change Management.
2. Quantitative & Quantitative Research.
3. Change Management.
5. CASE-STUDY 3: "The ACCENTURE's Journey Management".