

Certified Business Manager



Program Overview

In today's competitive world it is highly important to gain a competitive edge in Business Management. Having known, performance at every level and in every sphere is critical to success; the question arises as to why the level of performance should be measured. The employees need to know how to make better decisions leading to improvement. It becomes mandatory at certain stages to show the level of performance to stake holders and to comply with certain regulations.

This calls for updated knowledge and skills on the part of managers. myBskool.com's Certified Business Manager program for managers helps to update the knowledge and skills of young executives to the changing needs of the industry

Topics Covered

Key performance Indicators

- Net profit
- Net profit margin
- Gross profit margin
- Operating profit margin
- EBITDA
- Revenue growth rate
- Total shareholder return
- Economic value added(EVA)
- Return on investment(ROI)
- Return on capital employed(ROCE)
- Return on assets (ROA)
- Return on equity(ROE)
- Debt-to-equity ratio (D/E RATIO)
- Cash conversion cycle (CCC)
- Working capital ratio
- Operating expense ratio (OER)
- CAPEX to sales ratio
- Price/earnings ratio (P/E RATIO)

Key Management Ratios

- Background of Financial Statements
- Final Accounts
- Measures of Performances
- Cash flow Cycle
- Financial Strength
- Financial leverage and corporate valuation
- Investment and Growth
- Integrity of Accounting Statements

Key Management Models

Kotler's 8 Phases of Change

Kotler's 4Ps of Marketing

Lessons from Steve Jobs

Core Competency

The DuPont Analysis

Offshoring and Outsourcing

Balanced Score Card

SMART for Goal Setting

Activity-Based Costing(ABC)

Lean Thinking and Scenario Planning

Discounted Cash Flow

Emotional Intelligence

Competitive Analysis

Market Driven Organisation and Road Mapping

Hofstede's Cultural Dimension

Ansoff's Product/Market Grid

Root Cause/Pareto Analysis

Blue Ocean Strategy (BOS)

Porter's 5 Forces

The Deming / PDCA Cycle - Kaizen

Level 5 and 360 degree Leadership

Business Process Redesign(BPR)

Covey's 7 Habits

Six Sigma Maslow's Motivation Theory

Theory Of Constraints (TOC)

The Innovation Circle

The 7 S Framework

Risk Reward Analysis

Mintzberg's Management Roles

Strategic HRM Model

Benchmarking

Senge - The fifth discipline

Greiner's 5 Phase Growth Model

5S

Brainstorming and Transactional Analysis

Value Engineering

Zero Based Budgeting and Change Management

Belbin's Team Roles and Conflict Management

7 Ws

Johari Window - Henderson and Venkatraman's Strategic Alignment

