

EXECUTIVE CERTIFICATE PROGRAMME IN STRATEGIC MANAGEMENT AND LEADERSHIP DEVELOPMENT-ECPSMLD

Programme Description:

It is obvious that successful individuals, organizations and nations are managed and governed by top-notch professionals from various field of endeavor with updated top management and leadership skills.

Strategic Management and Leadership Development (SMLD) Programmes is a hands-on grooming and learning process from industry experts.

You will be equipped to be the Obvious Choice in Organization Systems and Structure Development, High Performance, Productivity, Profitability, Global Competitiveness, Creativity, Innovation, Business and Employment Opportunities, Teamwork, Partnership, Collaboration, Strategy, Administration, Governance, Politics and more in our ever Competitive Brave New World as a Nation, an Organization, a Professional, a Change Agent, an Employee Champion and more in your Career across the following 12 Semesters (3 Months per semester); with over 300 short courses

Duration: 12 MONTHS INTENSIVE ONLINE AND ONSITE CLASSES

Course Titles	Course Content
1st Semester: Advanced Leadership	@ 11 Courses
2nd Semester: Advanced Management	@ 8 Courses
3rd Semester: Strategy	@ 7 Courses
4th Semester: Skills Development	@ 60 Courses
5th Semester: People Management (HCD&M)	@ 55 Courses
6th Semester: Organization Behaviour and Management	@ 40 Courses
7th Semester: Strategic Marketing	@ 49 Courses
8th Semester: Operations Management	@ 57 Courses
9th Semester: Financial Management	@ 22 Courses
10th Semester: Managerial Economics	@ 9 Courses
11th Semester: Public Office Administration	@ 10 Courses
12th Semester: Political Office Leadership	@ 10 Courses

Semester	Course Number	Course Title	Units
1 st Session	ADV LDRSP 611	ADVANCED LEADERSHIP DEVELOPMENT (Compulsory) Courses/Topics: <ol style="list-style-type: none"> 1. Introduction to Leadership 2. Basic Leadership Skills 3. Advanced Leadership Skill 4. Ethical Leadership Skill 5. Trait Theory of Leadership 6. Inspirational and High Performance 7. Situational Leadership 8. Transactional Leadership 9. Leadership Morale- Employee Turnover 10. Leadership and Customer Loyalty 11. Corporate Governance 	Total Number of Units 12
2 nd Session	ADV MNGMT 621	ADVANCED MANAGEMENT DEVELOPMENT (Compulsory) Courses/Topics: <ol style="list-style-type: none"> 1. Management Basics 2. Principles of Management 3. Functions of Management 4. Levels of Management 5. Centralization and Decentralization 6. Corporate Social Responsibility 7. Franchise Management 8. Participative Management 	Total Number of Units 12
3 rd Session	Strategy 631	Strategic Management (Compulsory) Courses/Topics: <ol style="list-style-type: none"> 1. Introduction to Management 2. Strategic Management 3. Strategic Game Theory for Managers 4. Strategic Brand Leadership 5. Customer Retention Strategies 6. Strategic Brand Management 7. Strategic Pricing 	Total Number of Units 12
4 th Session	Skills Dev. 641	Skills Development Courses/Topics: <ol style="list-style-type: none"> 1. Emotional Intelligence 2. Advanced-Emotional-Intelligence and Personal Skills 3. Entrepreneurial Skills 4. Social Entrepreneurship 5. Youth Entrepreneurship 6. Anger Management 7. Assertiveness Skills Complete 8. Basic of English speaking Workplace 9. Brainstorming Skills 10. Building Influence 11. Building Resilience 12. Building Self-Confidence 13. Business Networking 14. Coaching and Mentoring Skills 15. Conducting Interviews 16. Conflict Management 	Total Number of Units 9

		<ul style="list-style-type: none"> 17. Corporate Etiquette 18. Creative Thinking 19. Delegation Skills 20. Facing Interviews 21. Fitness Training 22. Handling Complaints 23. Hotel Reception Reservation Assistant 24. Interior Designing 25. Job Search Strategies 26. Learning to Learn 27. Listening Skills 28. Making Small Talk 29. Managing Success and Failures 30. Mastering Art of Technical Writing 31. Meeting Skills 32. Memory Skills 33. Negotiation 34. Negotiation Skills- Advanced 35. Neuroscience for Leaders and Managers 36. NLP Core Skills 37. Overcoming Procrastination 38. Personal Branding and Image Building 39. Personal Goal Setting 40. Personal SWOT Analysis 41. Persuasion Skills 42. Positive Attitude 43. Presentation Skills 44. Proactive Thinking 45. Problem Solving 46. Public Speaking for Success Completed 47. Questioning Skills 48. Read Smarter Consuming Information 49. Recruitment Skills 50. Resume Writing 51. Self-Motivation 52. Skills for Hiring and Interviewing Manager 53. Stress Management 54. Student to Professional 55. Supervisory Skills 56. Telesales Skills 57. Time Management 58. Train the Trainer 59. Traits of successful Senior Executives 60. Writing Proposals 	
5 th Session	HCDM 651	<p>People Management (HCD&M) Courses/Topics:</p> <ul style="list-style-type: none"> 1. 360 Degree Feedback 2. Career Development 3. Coaching Skills 4. Compensation Management 5. Competency Based Assessment 6. Constructive Feedback 7. Diversity Management 8. Employee Behaviour 	Total Number of Units 9

		<ul style="list-style-type: none"> 9. Employee Development 10. Employee Relationship Management 11. Employee Retention 12. Employee Retention Management 13. Employee Satisfaction 14. Employee Absenteeism Management 15. Employee Engagement 16. Employee Onboarding 17. Employee Selection Process 1 18. Employee Selection Process 2 19. Employer Branding 20. Five Dimensions of Culture 21. Grievance Discipline and Dismissal 22. HR Consulting 23. Human Capital Management 24. Human Resource Development 25. Human Resource Management 26. Improving Employee Performance 27. Counselling and Psychotherapy 28. Job Analysis & Design 29. Johari Window 30. Knowing Your Employees 31. Knowledge Management 32. Management Consulting 33. Manpower Planning 34. NGO Management 35. Online Recruitment and Selection 36. Pareto Analysis 37. Participative Management 38. Performance Appraisals 39. Performance Management 40. Personnel Management 41. Power of Feedback 42. Relationship Building 43. Rewards Management 44. Principles of Psychology 45. Basics of Psychology 46. Social Psychology 47. Succession Planning 48. Talent Management 49. Target Orientation 50. Training & Development 51. Training Needs Analysis 52. Transitioning from Individual Contributor to Manager 53. Work Life Balance 54. Workplace Efficiency 55. Workplace Politics 	
6 th Session	ORGBM 661	<p>Organization Behaviour and Management Courses/Topics</p> <ul style="list-style-type: none"> 1. Organization Management 2. Organization Culture 3. Organizational Change Management 4. Organizational Diversity 5. Charles Handy Model of Organization Culture 	Total Number of Units 9

		<ol style="list-style-type: none"> 6. Managerial Communication 7. Barriers to Effective Communication 8. Berlo Model of Communication 9. Business Communication 10. Communication - Basics & Strategies 11. Organizational Communication Barriers 12. Grapevine Communication 13. Seven Cs of Effective Communication 14. Business Agility 15. Change Management 16. Collaborative Management 17. Corporate Dressing 18. Decision Making 19. Decision Making Style 20. Designing Feedback 21. Edgar Schein Model 22. Goal Setting Theory of Motivation 23. Group Behaviour 24. Herzberg Theory of Motivation 25. Interpersonal Relationship 26. Management By Objectives 27. Maslow Need Hierarchy Model 28. McClelland's Theory of Needs 29. Motivation 30. Non Profit Organizations 31. Political Science 32. Psychology 33. Public Administration 34. Reinforcement Theory of Motivation 35. Risk Management 36. Team Building 37. Theory X and Y of Motivation 38. Values and Ethics 39. Virtual Teams 40. Workplace Violence 	
7 th Session	MKT 671	<p>Strategic Marketing Courses/Topics</p> <ol style="list-style-type: none"> 1. Marketing Management 2. Marketing Mix 3. Marketing Skills 4. Marketing Research 5. Advertisement Management 6. Sales Management 7. Sales Skills and Techniques 8. Client Relationship Management 9. Competency Management 10. Category Management 11. Competitor Analysis 12. Brand Leadership 13. Consultative Selling 14. Basic Retail Management 	Total Number of Units 9

		<ul style="list-style-type: none"> 15. Retail Management 16. International Retailing 17. Market Segmentation 18. Basics of Virtual Merchandising Store Design 19. Advanced Visual Merchandising and Store Design 20. Product Management 21. Strategic Pricing 22. Brand Management 23. Strategic Brand Management 24. Blue Ocean Strategy 25. Pest Analysis 26. Porters Model of Competition 27. Basics of Service Markets, Consumers and Products 28. BCG Matrix 29. Business to Business Marketing 30. Consumer Behaviour 31. Customer Relationship Management 32. Customer Retention Strategies 33. Developing a Service Model 34. Digital Marketing 35. E – Marketing 36. Social Media Marketing 37. Social Media Advertising 38. Social Research Methods 39. Focus Groups 40. Integrated Marketing Communications 41. Managing a Sales Team with Success 42. Maximizing Customer Relationship 43. Managing the Service Environment 44. Public Relations 45. Relationship Marketing 46. Services Marketing 47. Service Marketing Communications 48. Mass Communication 49. Multi-Level Marketing 	
8 th Session	OPSMNGMT 681	<p>Operations Management Courses/Topics:</p> <ul style="list-style-type: none"> 1. Balanced Scorecards 2. Business Process Management 3. Business Process Improvement 4. Business Intelligence 5. Analyze Your Business 6. Artificial Intelligence 7. Supply Chain Management 8. Inventory Management 9. Enterprise Resource Planning (ERP) I & II 10. Globalization 11. International Business 12. International Trade 13. Benchmarking 14. Business Continuity Management 15. Disaster Recovery Management 16. Project Management Skills 17. Production and Operations Management 	Total Number of Units 9

		<ul style="list-style-type: none"> 18. Project Procurement Management 19. Agile Project Management 20. Production Planning and Control 21. Basics of Statistics 22. Building a Human Centric Organization 23. Building Learning Organizations 24. Business Process Outsourcing 25. Crisis Management 26. Capacity Planning 27. Value Chain Analysis 28. Writing Effective Minutes of Meeting 29. Forecasting in Operations Management 30. Fostering Innovation in Organizations 31. Human Resource Information System 32. Root Cause Analysis 33. Decision Support Systems 34. Enterprise Risk Management 35. Event Management 36. Facility Management 37. Managing Interpersonal and Group Processes 38. Management Information System 39. Retail Store Operations and Store Management 40. Retail SCM Distribution and Logistics 41. RACI Matrix 42. Sarbanes Oxley Act 43. Six Sigma 44. Strategic Game Theory for Managers 45. Total Quality Management 46. Import & Export Management 47. Intellectual Property Rights 48. Basics of Intellectual Property Rights 49. Advanced intellectual Property Rights 50. Cloud Computing 51. Cyber Law Analyst 52. Database Management System 53. Environment Health Safety Management 54. Waste Management 55. Workplace Safety 56. Balancing Demand and Productive 57. Capacity in Service Operations 	
9 th Session	FINMNGMT 691	<p>Financial Management Courses/Topics:</p> <ul style="list-style-type: none"> 1. Financial Management 2. Financial Accounting 3. Basics of Accounting 4. Introduction to Auditing 5. Cash Flow Management 6. Working Capital Management 7. Commodity Trading 8. Ratio Analysis 9. Derivatives 10. Corporate Finance 11. Equity Valuation 12. Stocks and Investing Basics & Advanced 	Total Number of Units 9

		<ul style="list-style-type: none"> 13. Research Analyst 14. Financial Modelling 15. Job Order Costing 16. Mergers and Acquisitions 17. Basics of Banking 18. Basics of Pharmaceutical Industry 19. Crypto currency and Bit coin 20. Forex Market 21. Portfolio Management 22. Behavioural Financing 	
10 th Session	MGRECO 711	<p>Managerial Economics Courses/Topics:</p> <ul style="list-style-type: none"> 1. Managerial Economics 2. Basics of Monetary Economics 3. Gross Domestic Product 4. Economics of Human Resources 5. Econometrics of Human Resources 6. Unemployment 7. Subprime Mortgage Crisis 8. Quantitative Easing 9. Real Estate 	Total Number of Units 9
11 th Session	PUB 721	<p>Public Office Administration Courses/Topics:</p> <ul style="list-style-type: none"> 1. The Score Card; My 1st 100 days in the office 2. What is Different about Working for the Government 3. Guiding Principles of Managing People in Government 4. Strategies and Tactics for Managing Government Employees 5. Dealing with Difficult People 6. Performance Management 7. Rewards and Recognition 8. Attendance Management 9. Labour Relations 10. Equal Employment Opportunity 	Total Number of Units 9
12 th Session	PUB 731	<p>Political Office Leadership Courses/Topics</p> <ul style="list-style-type: none"> 1. The Opportunity to Supervise 2. Looking Inside, Understanding Yourself 3. The Power of Ten Supervisor Role 4. Getting the Best Work from Others 5. Making Good Things Happen 6. Clarify Expectations 7. Match Strategy to Situation 8. Accelerate Your Learning 9. Secure Early Wins 10. Build the Team 11. Create Alliances 12. Achieve Alignment 13. Avoid Predictable Surprises 14. Manage Yourself 15. Accelerate Everyone 	Total Number of Units 9

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