

# **EXECUTIVE CERTIFICATE PROGRAMME IN BUSINESS ADMINISTRATION - ECPBA**

## **Programme Description:**

Professionals from various field of endeavor with updated top management and leadership skills are in charge of the global economy through their various organizations.

**Executive Business Administration Programme gives you the applied opportunities to Master the Act of Business Development, Management, Administration, Operations, Developing Capacity for Wealth Creation and Building Trans-Generational Business Empires**

**HCM & Office Admin Programme will walk you through the hiring process skills, equip you with skills to motivate, build a committed/high competence team, conduct appraisal, develop appropriate compensation and reward system. This course is a perfect launch into an HR & Office Admin career**

## **Outline:**

- a. Executive Certificate Programme in Business Administration - ECPBA**
- b. Human Capital Development - HCM**
- c. Office Administration (Office Admin)**

**Duration: 12 Months**

S/N	Course Number	Course Title	Units
1 <sup>st</sup> Semester	MBA 511	<p><b>BUSINESS FORMATION AND DEVELOPMENT</b> Courses/Topics:</p> <ol style="list-style-type: none"> <li>1. The Entrepreneurial life</li> <li>2. Integrity, Ethics, and Social Entrepreneurship</li> <li>3. Starting a Small Business</li> <li>4. Franchises and Buyouts</li> <li>5. The Family Business</li> <li>6. The Business Plan: Visualizing the Dream</li> <li>7. The Marketing Plan</li> <li>8. The Organizational Plan: Teams, Legal Structures, Alliances, and Directors</li> <li>9. The Location Plan</li> <li>10. Understanding a Firm's Financial Statements</li> <li>11. Forecasting Financial Requirements</li> <li>12. A Firm's Sources of Financing</li> <li>13. Planning for the Harvest</li> <li>14. Customer Relationship Management (CRM): Building Customer Relationships</li> <li>15. Product Development and Supply Chain Management</li> <li>16. Pricing and Credit Decisions</li> <li>17. Marketing, Selling Skills and Promotional Planning</li> <li>18. Global opportunities for Small Businesses</li> <li>19. Leadership and Professional Management</li> <li>20. Human Resources Management and Office Administration (HRM &amp; Admin)</li> <li>21. Managing Business Operations</li> <li>22. Managing the Firm's Assets</li> <li>23. Risk Management</li> <li>24. Project Management (PM) and Health, Safety, Security and Environment (HSSE)</li> </ol>	Total Number of Units 9
2 <sup>nd</sup> Semester	MBA 521	<p><b>COMPREHENSIVE AND BANKABLE BUSINESS PLAN</b> Courses/Topics</p> <ol style="list-style-type: none"> <li>1. Table of Contents</li> <li>2. Approval page</li> <li>3. Executive Summary</li> <li>4. Introduction</li> <li>5. The Market</li> <li>6. Strategy and Implementation Analysis (Marketing Plan)</li> <li>7. Production Plan</li> <li>8. Business Operation</li> <li>9. Organization and Management Structure</li> <li>10. Business Legal, Regulatory and Environmental Framework</li> <li>11. Financial Plan</li> <li>12. Risk Analysis, Contingency and Exit Strategy</li> </ol>	Total Number of Units 9

		<p>13. Other Considerations, Conclusion and Recommendations</p> <p>14. Appendix and References</p>	
3 <sup>rd</sup> Semester	MBA 531	<p><b>Practical MBA at Today's Leading Companies</b></p> <p>Courses/Topics:</p> <ol style="list-style-type: none"> <li>1. The <b>MBA</b> Experience</li> <li>2. Accounting Principles</li> <li>3. The Principles of Economics</li> <li>4. Business Ethics</li> <li>5. Marketing Management</li> <li>6. Financial Management</li> <li>7. Operations Management</li> <li>8. Managing People</li> <li>9. Supply Chain Management</li> <li>10. Strategy: Defining and Developing Competitive Advantage</li> <li>11. System Development, Structure and Behaviour</li> <li>12. System and Us</li> <li>13. Creating Change in Systems and in Our Philosophy</li> <li>14. Financial Analysis and Firm Valuation</li> <li>15. Consumer Behaviour</li> <li>16. New Product Creation</li> <li>17. Entrepreneurship</li> <li>18. Emerging Markets and Development</li> <li>19. Enterprise Risk Management</li> <li>20. Leading from the Middle</li> <li>21. Managing Teams</li> <li>22. Enhancing Your Career with an <b>MBA Non-Thesis</b></li> </ol>	Total Number of Units 9
4 <sup>th</sup> Semester	MBA 541	<p><b>Synopsis of MBA at Today's Leading Institutions</b></p> <p>Courses/Topics</p> <ol style="list-style-type: none"> <li>1. Accounting</li> <li>2. Finance</li> <li>3. Marketing</li> <li>4. Organizational Behaviour</li> <li>5. Business History</li> <li>6. Business Law</li> <li>7. Economics</li> <li>8. Entrepreneurship</li> <li>9. Ethics and Social Responsibility</li> <li>10. Operations Management</li> <li>11. Quantitative and Qualitative Research and Analysis</li> <li>12. Strategy</li> <li>13. International Global Business</li> <li>14. Business Planning</li> </ol>	Total Number of Units 9

<b>HR &amp; Office Admin</b>			
<b>S/N</b>	<b>Course Number</b>	<b>Course Title</b>	<b>Units</b>
5 <sup>th</sup> Semester	MHRM & ADMIN 511	<b>Applied Human Resource Management</b>	4
		<b>People and Organizations</b>	4
		<b>People Resourcing</b>	4
		<b>Learning and Development</b>	4
		<b>Performance and Reward</b>	4
		<b>Employee Relations</b>	4
		<b>Employee Wellbeing</b>	4
		<b>HR Policies, Procedures and Systems</b>	4
		<b>HR Skills</b>	4
		<b>HRM Toolkits</b>	4
		<b>Payroll Management</b>	4
		<b>Office Administration</b>	4

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