



## CERTIFIED BUSINESS MANAGER



Business Manager is the leader in the organization who will be a role model inspiring, motivating, overseeing, Guiding, decimating information and sharing, the bridge between the upper management, mandatory authorities And team and much more.

An ideal manager will be well-versed in all matters business. He will be the leader who will be able to provide Guidance that enhances performance in a manner which incorporates the company's vision and culture and of Course profitability.

This programme is so designed which would make the participant an ideal business manager.

Approved by



# CERTIFIED BUSINESS MANAGER

## 1. INTRODUCTION

- What is Management?
- The Management Process
- Levels of Management
- Skills of a Manager
- Traits of a Manager

## 2. MANAGEMENT THEORY AND HISTORY

- Pre-classical Contributions
- Classical Perspectives
- Behavioural Perspectives
- Quantitative Perspectives
- Modern Integrative Perspective

## 3. MANAGERIAL LEVELS

- Role of Management
- Functions of Management

## 4. PLANNING

- Mission and Vision and Values
- Four Creativity Types
- Stakeholders
- SMART Goals
- Planning Process



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## 5. ORGANIZING

- Organizing Steps
- Organizing Structures
- By level
- By Authority
- By Function
- By Product
- By Location

## 6. LEADING

1. Leadership Styles
2. Autocratic
3. Democratic
4. Bureaucratic
5. Laissez-faire
6. Situational/Contingency Leadership

## 7. CONTROLLING

1. Control Process
2. Importance of Controlling



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## 8. EFFECTIVE MANAGEMENT PRINCIPLES

- Division of Work
- Unity of Command
- Unity of Direction
- MBO
- Authority & Responsibility
- Spans of Control

## 9. MARKETING

- What Marketing Isn't
- What is Marketing
- The Marketing Process
- Core Concepts of Marketing
- Eight Demand Phases
- The Market
- Environmental Scanning: PESTLE & SWOT
- The Marketing Mix
- Building Powerful Marketing Plan





## 10. HUMAN RESOURCE MANAGEMENT

- Why is HRM Important
- External Factors that Affect the HRM Process
- Global HRM Laws
- Human Resource Planning
- Recruitment and Derecruitment
- Selection Tools
- Providing Employees with Needed Skills and Knowledge
- Retaining Competitive Performing Employees
- Scope of HRM Overview
- Functions of HRM Overview

*DURATION: 24 hours Course Fee: AED3250*

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*Ministry Registration: AED100*

*Certification By: Ministry of Education, Dubai  
(KHDA)*

*AIBM Certificate (Optional) - 950 AED*

*Course Material: Books Practice sessions with  
Forms Illustrations and Case Studies*

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