

Fast MBA

-Référence: **IE-18**

-Durée: **3 Jours (21 Heures)**

Les objectifs de la formation

A qui s'adresse cette formation ?

POUR QUI :

- Anyone involved in strategic thinking: Board Members, Members of strategy units, Directors, and Business Development Executives.

Programme

• Introduction

- Political, strategy, tactics, commitment, structure; some basic fundamentals.

• Strategy

- Main tools used in defining a strategy.
- SWOT Analysis.
- Porter's Matrix: defining your profitability and peer group comparison.
- Arthur D.
- Little Matrix: analysing your competitive position and industry maturity.
- The McKinsey Matrix and Boston Consulting Group: product range analysis.
- Exercise Based on case studies.
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• Marketing

- Upstream: being aware of technology, marketing in general and sector activity.
- The product: defining the basic features and building a consistent range.
- The market: evaluating and keeping efficient control.
- Competition: direct and indirect competition.

- Distribution: product placement.
- Communication: projecting a positive image.
- Pricing: setting pricing and profit margin.
- Summary: marketing Mix, the 4P's.
- Exercise Launching a new product: a practical approach.
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- **Finance**
 - The role of finance.
 - General accounting.
 - Financial analysis.
 - Corporate Finance.
 - Business finance and the market.
 - Accounting factors.
 - Assessment.
 - Accounts and Results (French and ?Anglo-Saxon? methods).
 - Financial analysis from Assessment.
 - Working Capital (WC).
 - Required WC (RWC), normative RWV.
 - Cash, Break-even point.
 - Financial analysis from Accounts and Results.
 - Standstill, Cash Flow.
 - Statement of change.
 - Fund flow statement.
 - WC change.
 - Cost accounting analysis: various methods.
 - Overall summary: the company dashboard.
 - Hands-on work Company analysis (finance, marketing.
 -): discussion regarding next steps
- **Basic Economics**
 - Business cycle, simplified and complex model.
 - Money demand approaches; John Maynard Keynes, Milton Friedman.

Programme

o Orsys Twitter : Formation Informatique et Formation Management



(+212) 5 22 27 99 01



(+212) 6 60 10 42 56



Contact@skills-group.com

Nous sommes à votre disposition :
De Lun - Ven 09h00-18h00 et Sam 09H00 – 13H00

Angle bd Abdelmoumen et rue Soumaya, Résidence Shehrazade 3, 7ème étage N° 30
Casablanca 20340, Maroc