



**A 12-WEEK, DISTANCE LEARNING COURSE**

Starting 19 April 2010 • Ending 9 July 2010

*Save up  
to 50%  
with the Falconbury  
Partnership Scheme  
see inside or details...*

# 'MINI-MBA'

**'VERY GOOD. IT GAVE ME THE OPPORTUNITY TO EXPAND MY KNOWLEDGE, WITHOUT HAVING TO TAKE TIME OUT OF WORK'**

MARK WATERS, KEY ACCOUNT DIRECTOR, AMS GROUP LTD

*Gain the key business skills of an MBA – Develop your analytical and decision-making skills in just 12 modules over 12 weeks*



**THIS COURSE WILL:**

- **PRACTICALLY** focus on the essential theory, practice and techniques of an MBA
- **SAVE** one or even two years and the huge costs involved in enrolling for a traditional MBA course
- **ADVANCE** your strategic planning with current tools, techniques and thinking
- **IMPROVE** your financial awareness to have a direct impact on the bottom line
- **BOOST** your leadership ability
- **UPDATE** your knowledge of key strategic marketing tactics
- **GET-TO-GRIPS** with the key deliverables of successful project management
- **DEVELOP** your ability to influence and impact colleagues and clients
- **BOOST** your negotiation techniques to increase your success in commercial agreements

**A 12-week distance learning course designed for:**

Managers and directors in commercial, contracts, business development, sales and marketing, procurement and purchasing, operations and project management

Accredited by:



# Overview

## Why choose the 'Mini-MBA' distance learning course?

Few people can afford the time or the money on a full-blown MBA course. However, that doesn't mean that you have to miss out: the distance learning 'Mini-MBA' offers you a special twelve module concentrated course covering key skills and techniques taught to full time MBA students and is brought to you in weekly mailed instalments during the twelve-week period of the course.

## This course offers you:

- **Flexibility** – learn at a pace and place of your own choosing
- **Well-designed** programme focused on practical relevance
- **Manageable** weekly instalments and self-assessment progress questions
- **No need** for time away from the office
- **Reduced expenditure** – no hotel or travel fees
- **Enjoy** the flexibility of studying at work, home or on the move
- **Self managed study** – no compulsory marked tests or assignments
- **Access** to the experts
- **Discounted** attendance at seminars
- **Certificate** on course completion
- **Guideline answers** for self-assessment questions
- **Optional final assessment** upon completion of the course

## Structured to fit into your working day

The course is designed to fit around your current commitments with each module requiring an average study time of up to 3 to 4 hours. Course materials can be sent to you anywhere in the world and offer the flexibility of studying at work, at home or on the move, while having access to confidential help and support from our experts.

## The best possible preparation for your future challenges

This course will give you a solid grounding in the key competencies you require, as well as the techniques and confidence you need to drive your business and your career forward. Today's international business environment is the most demanding ever and this course will help you play your full part.

## Online final assessment

Upon completion of the course there is an OPTIONAL final assessment in the form of an online multiple-choice paper. This is evaluated by the Academy of Distance Learning in Business training faculty.

### NEED IT NOW?

Please see our website for more details on how this course can be downloaded for you to start learning immediately [www.falconbury.co.uk](http://www.falconbury.co.uk)

### NEED IT FOR YOUR WHOLE TEAM?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal please contact **Caroline Glen** on +44 (0)20 7729 6677 or [caroline.glen@falconbury.co.uk](mailto:caroline.glen@falconbury.co.uk)



For more information and to book visit  
[www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)

# Course content

## Module 1

### MANAGING YOURSELF AND OTHERS – PART 1

- First learn to master yourself
- Performance management
- Communicate and motivate
- Effective coaching
- Tackling poor performers

## Module 2

### MANAGING YOURSELF AND OTHERS – PART 2

- Managing your team
- ... And also your time
- Ensure that all meetings are positive
- How to be assertive, not aggressive

## Module 3

### LEARN TO BE A LEADER – PART 1

- What do we mean by management?
- A survey of leadership styles
  - Sun-Tzu – The art of warfare [for executives]
  - Sensitive leadership
  - Exemplary leadership
  - Inspirational leadership
- The leader as mentor
  - Transforming organisations
  - The leader as coach
  - Coaching in action

## Module 4

### LEARN TO BE A LEADER – PART 2

- The processes of decision-making
- The realities of problem analysis
- Different personalities – different leadership – different decisions
- Integrating the key players and mobilising the effort
- Building a champion team
- What distinguishes successful, high-achieving teams?
- 'Drivers' profile

## Module 5

### STRATEGY IS THE KEY – PART 1

- The keys to business success
- Techniques of strategic analysis
  - Environmental mapping
  - Industry mapping
  - SWOT analysis
  - Root cause analysis
- Effective market analysis

## Module 6

### STRATEGY IS THE KEY – PART 2

- The volume – cost – profit relationship
- Mastering option appraisal
  - Force field analysis
  - Stakeholder analysis
  - Identifying financial sensitivity and evaluating risk exposure
  - Evaluating business development options
  - 'AID' analysis
- Monitoring and managing performance
  - Key performance indicators: strategic and financial
  - City key performance indicators

## Module 7 MASTER MARKETING – PART 1

- How marketing works
- Customers' needs
- Choosing your customers: market selection
- Segmentation
- The marketing mix: what 'products' are
- Marketing pricing
- The product life cycle
- Marketing pricing strategies

## Module 8 MASTER MARKETING – PART 2

- Getting to market – distribution
- Managing the distribution channel
- Effective promotion and communication
- Understanding marketing communications
- The role of advertising and promotion
- The marketing plan
  - The marketing programme
  - The marketing audit
  - Control mechanisms
  - Building the budget

## Module 9 DEMYSIFYING FINANCE – PART 1

- Understand basic accounts
  - Profit and loss
  - Balance sheet
  - Assets and liabilities
- How to analyse performance
  - Balance sheet measures
  - Finance ratios
- Working capital management
- Detailed case study
- External analysis: the press
  - Understanding the stock market, PE's, yields and market cap

## Module 10 DEMYSIFYING FINANCE – PART 2

- Accounting principles
  - Fixed assets and depreciation
  - Long-term liabilities
  - Owner's equity
  - Notes to the accounts
- The budget
- Setting a budget
- Reviewing a budget
  - Zero-based budgeting
  - Monitoring your budget
- Management accounting

## Module 11 DEMYSIFYING FINANCE – PART 3

- Analysing costs
  - Break-even
  - Building up costs
  - Decision-making and golden rules
- Making sense of the future
  - Techniques for decision-making
  - Rate of return and payback period
  - Time value of money
  - Discounted cash flow

## Module 12 SUCCESSFUL PROJECT MANAGEMENT

- What's it all about?
- The early stages of a project
  - Invitation to tender
  - Proposals
  - Negotiating
- Building a rock-solid plan
  - Schedules and budgets
  - The project plan
- ...Making sure it sticks: follow through
  - Delivering the goods
  - Evaluation



### Plus attend...

As an option, you are entitled and encouraged to attend the **Mini-MBA in People and Interpersonal Skills – 2-5 March 2010** in the UK – an ideal opportunity to further enhance your skills and knowledge, again with the emphasis on techniques of practical relevance to your everyday working life provided by a superb faculty of speakers. For more information call **Customer Services +44 (0)20 7729 6677** or email **info@falconbury.co.uk**

**Ian Ruskin-Brown** has been the owner/entrepreneur of several service businesses, a course director at the Chartered Institute of Marketing for courses on marketing in the service sector and has designed, written and piloted in-company training courses on marketing and selling consultancy services for a number of blue chip companies. He currently runs the Marketing Your Services course for Management Center Europe and client specific courses in the USA and South East Asia.

**Michael Williams** is an international management consultant. His main clients include leading business schools as well as several universities and a wide range of companies throughout Europe and North America. He is the author, or co-author, of many books in the fields of leadership, management practice and organisational psychology.

**Mark Thomas** is an international business consultant, author and speaker specialising in business planning, managing change, human resource management and executive development. Based in London, Mark has worked in over 40 different countries and is a frequent conference and seminar speaker on business, organisation and human resource issues.

**Stephen Brookson** is an independent consultant, and specialises in the provision of practical business development consultancy and training programmes. He qualified as a Chartered Accountant in 1980 and his experience includes working with Ernst & Young as a consultant.

**Paul Elkin** provides consultancy services with a particular focus on business strategic development, performance management and corporate image. He is a Fellow of the Chartered Institute of Management Accountants. After many years in a range of senior management roles in both public and private sector industry with UK and US businesses plus time with Price Waterhouse, he formed the TMMi group at the end of 1989.

**Cathy Lake** MA (Oxon) is a freelance editor, writer and project manager. During the past two decades, she has taken part in, and also managed, almost every aspect of the publishing process. She has worked for most of the major national publishers and has written about 40 training manuals and textbooks. As well as writing for commercial publishers in the UK and abroad she has also written management development workbooks for corporate clients.

“The Mini Executive-MBA dovetails well with the written Mini-MBA – for me there were certainly benefits to doing both.”

Chris Brown, Managing Director, Nicholls & Christopher Ltd

## THE FALCONBURY TRAINING PARTNERSHIP SCHEME

With our Training Partnership Scheme you will get great savings: Enrol 2 get 1 free, enrol 6 get 3 free, enrol 10 get 5 free.

For more information on the substantial discounts offered by our Training Partnership Scheme please visit our website: [www.falconbury.co.uk/public/content/training-partnership-scheme](http://www.falconbury.co.uk/public/content/training-partnership-scheme)

## MINI-MBA

12 WEEKLY MODULES

Starting 19 April 2010 • Ending 9 July 2010

Ref: 1374

IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

Please quote your Partnership Number to receive your reduced rate

Full course fees: **£1395 • €1749 • US\$2299** (VAT IS NOT CHARGED ON THIS COURSE)

FOR MORE THAN THREE PARTICIPANTS PLEASE PHOTOCOPY THE FORM AS NEEDED

### First participant's details

£1395     €1749     US\$2299  
 £697     €875     US\$1149

Full Price

Partnership Price

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Second participant's details

£1185.75     €1486.65     US\$1954.15  
 £697     €875     US\$1149

SAVE 15%

Partnership Price

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Third participant's details – FREE

£FREE     €FREE     US\$FREE  
 £697     €875     US\$1149

Partnership Price

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Contact details (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)\*

**NOTE:** Enrolments received within 7 days of the start date may experience a delay in receiving the first Module.

Mr/Mrs/Ms (surname) \_\_\_\_\_  
 First names \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Tel \_\_\_\_\_  
 Email

### Organisation details

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_

### Payment details

**NB Please note that payment must be made in advance of the course, Falconbury reserves the right to refuse the release of modules if payment has not been received.**

I enclose a cheque made payable to Falconbury Ltd     PO Number \_\_\_\_\_  
 I would like to pay by bank transfer (BACS) payment:  
 In GBP Sterling (£) to Nat West Sort Code 60-04-16 • Account No. 30212820  
 In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831  
 IBAN No. GB78NWBK60721190618831  
 Please charge my credit card     Mastercard     Visa

Card no.            
 Expires     Security number (last three digits on signature strip)

Alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name \_\_\_\_\_

Signature \_\_\_\_\_

\* Contact details above must be those of the cardholder

6102/

## 5 WAYS TO ENROL

WEB [www.falconbury.co.uk/distancelearning](http://www.falconbury.co.uk/distancelearning)  
 E-MAIL [distancelearning@falconbury.co.uk](mailto:distancelearning@falconbury.co.uk)  
 FAX +44 (0)20 7729 6110  
 TEL +44 (0)20 7729 6677  
 POST Falconbury Ltd, 10-12 Rivington Street  
 London EC2A 3DU, UK

### THE FEE INCLUDES

- 12 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

### HOW TO REGISTER AND PAY

An invoice and enrolment confirmation will be sent within 7 days, please contact us if you have not heard anything after that time.

Payments may be made by credit card, by bank transfer (for bank account details please see payment details section of enrolment form) or cheque made payable to Falconbury Ltd and posted to the address above. Any questions please contact **customer services on +44 (0)20 7729 6677.**

### MULTIPLE ENROLMENT DISCOUNTS

A multiple enrolment discount of 15% is available on the 2nd and subsequent participant if booked at the same time from the same organisation. This discount can apply to any online discount but, unless otherwise stated, this may not be used in conjunction with any other offer or the Falconbury Training Partnership Scheme.

### ALWAYS READ THE SMALL PRINT

#### CANCELLATIONS AND TRANSFER:

Once we have received your enrolment form the place(s) are confirmed.

#### Up to 28 days before the course

- Cancellation – 10% administration fee
- Transfers – Free of charge
- Substitute delegates – Free of charge

#### 27 to 14 days before the course

- Cancellations – 100% fee
- Transfers – 10% fee
- Substitute delegates – Free of charge

#### 13 to 0 days before the course

- Cancellations – 100% fee
- Transfers – 100% fee
- Substitute delegates – Free of charge

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. No substitute may be made after the start of the course.

### PARTNERSHIP CONDITIONS

The Falconbury Training Partnership Scheme cannot be used in conjunction with any other discount offer, including multiple booking discounts, unless otherwise stated or negotiated.

### PLEASE NOTE

- It may be necessary, for reasons beyond the control of Falconbury, to alter the line-up of authors or course content. However, every effort will be made to adhere to the published syllabus
- Every effort will be made to distribute the materials according to the schedule. However, certain unforeseen circumstances may delay the despatch of materials

### DATA PROTECTION

The personal information provided by you on this form will be held on a database. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose please write to: The Database Manager, Falconbury Ltd, 10-12 Rivington Street, London EC2A 3DY, UK.

Falconbury registered address: Acre House, 11-15 Williams Road, London, NW1 3ER. Company No. 3937398