



falconbury

DISTANCE LEARNING



Pioneers & Leaders
in the field of sector
'Mini-MBAs'

A 12-WEEK SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE

Start 13 September 2010 • End 3 December 2010

Alternatively start anytime or download it

**BUY 2
GET THE 3RD
FREE**

See back page
for details...

'MINI-MBA'

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

Designed for:

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

Certified by:



www.falconbury.co.uk

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:

- 1 Flexibility** – learn at a pace and place of your own choosing
- 2 Manageable** weekly instalments and self-assessment progress questions
- 3 Reduced expenditure** – no hotel fees, travel expenses or time away from office
- 4 Self managed study** – no compulsory marked tests or assignments
- 5 Certificate** on course completion
- 6 Guideline answers** for self-assessment questions
- 7 Optional online 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.

'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

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Three ways to take this course

- 1** Start on 13 September and receive one module every week for 12 weeks
- 2** Start the course at anytime and receive all the modules all in one go
- 3** Go to www.falconbury.co.uk/distancelearning and enrol to receive the course as pdf downloads immediately upon payment

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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

Join The Falconbury Training Partnership Scheme and **SAVE 50% OFF THIS PROGRAMME**

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 DEMYSTIFYING 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 DEMYSTIFYING 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 DEMYSTIFYING 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 **Influencing and Personal Effectiveness Skills – 9-12 November 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 please call **Customer Services +44 (0)20 7729 6677** or email info@falconbury.co.uk

Course Contributors

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 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

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 or licence agreement please contact



Ehi Alonge on +44 (0)20 7729 6677
or email ehi.alonge@falconbury.co.uk

'MINI-MBA'

12 WEEKLY MODULES

Start 13 September 2010 • End 3 December 2010

Ref: 1474

Start anytime • Download it: www.falconbury.co.uk/distancelearning

Please quote your Partnership Number to receive your reduced rate

IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

For more than three participants please photocopy the form as needed

| 1st participant's details | | Download now! | | Partnership Price | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|
| Full Price | | SAVE £345/€449 | | SAVE £250/€313 | |
| <input type="checkbox"/> £1395 | <input type="checkbox"/> €1749 | <input type="checkbox"/> £1050 | <input type="checkbox"/> €1300 | <input type="checkbox"/> £697 | <input type="checkbox"/> €875 |

Mr/Mrs/Ms (surname) _____

First names _____

Job title _____

Tel _____

Email

| 2nd participant's details | | Download now! | | Partnership Price | |
|-----------------------------------|-----------------------------------|----------------------------------|--------------------------------|-------------------------------|-------------------------------|
| SAVE 15% | | SAVE 15% | | SAVE £250/€313 | |
| <input type="checkbox"/> £1185.75 | <input type="checkbox"/> €1486.65 | <input type="checkbox"/> £892.50 | <input type="checkbox"/> €1105 | <input type="checkbox"/> £697 | <input type="checkbox"/> €875 |

Mr/Mrs/Ms (surname) _____

First names _____

Job title _____

Tel _____

Email

| 3rd participant's details | | Download now! | | Partnership Price | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|
| FREE | | FREE | | SAVE £250/€313 | |
| <input type="checkbox"/> £FREE | <input type="checkbox"/> €FREE | <input type="checkbox"/> £FREE | <input type="checkbox"/> €FREE | <input type="checkbox"/> £697 | <input type="checkbox"/> €875 |

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 working 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

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5 WAYS TO ENROL

WEB www.falconbury.co.uk/distancelearning

E-MAIL 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