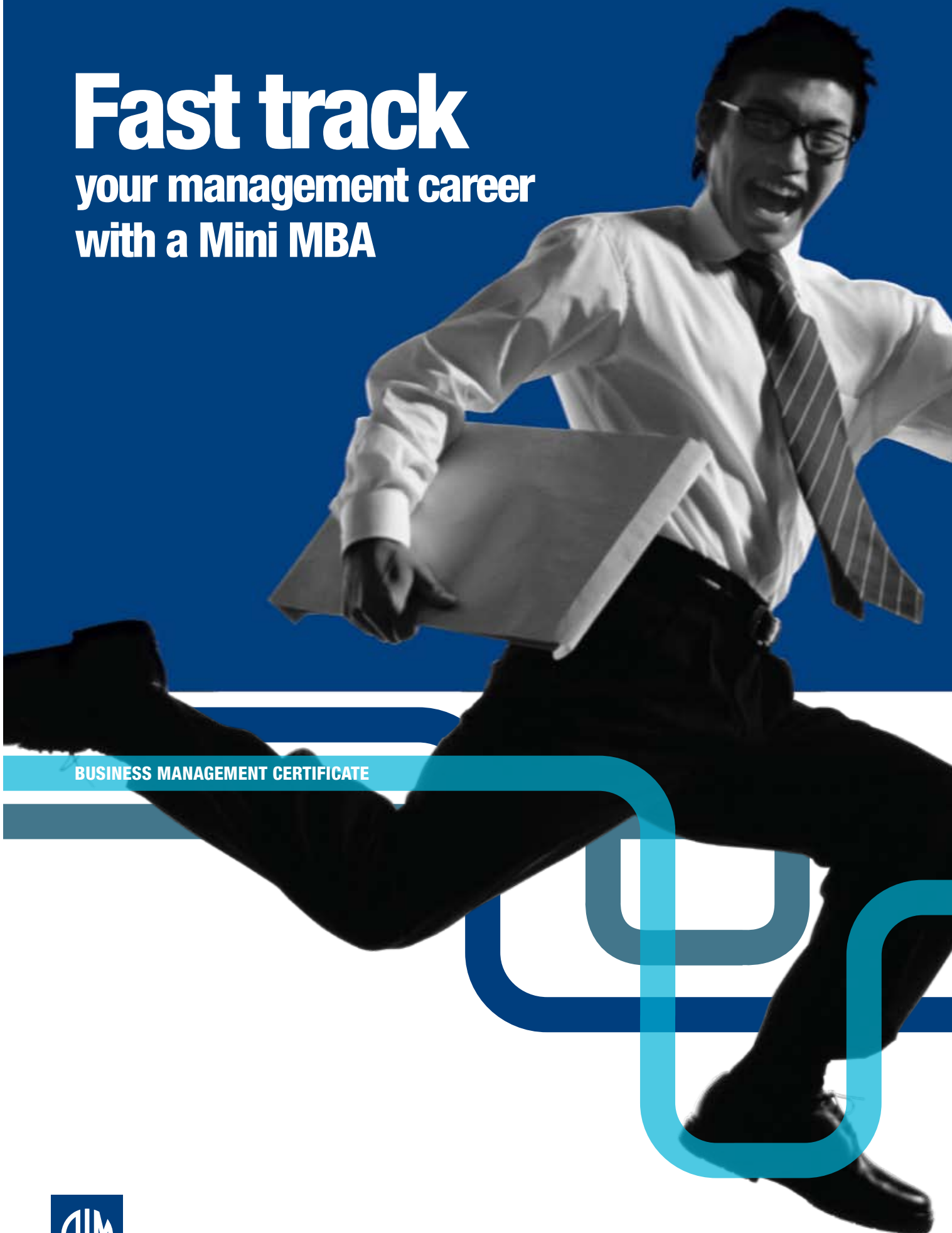


Fast track

your management career
with a Mini MBA



BUSINESS MANAGEMENT CERTIFICATE



AUSTRALIAN
INSTITUTE OF
MANAGEMENT



The more you know the faster your career will grow

Today's highly competitive business environment demands more from its frontline managers and future leaders than ever before. The hard truth is that a basic grasp of management principles simply doesn't cut the corporate mustard anymore. Complacency is no option for those with ambitions. You either move ahead or you fall behind. Managers on the move need to have a thorough understanding of the dynamics and critical inter-relationships between the core business disciplines of business management, finance, organisational development and marketing, if they're to be effective and successful.

Fast track your way with a mini MBA

The Australian Institute of Management's Business Management Certificate is your express ticket to getting the business smarts, skills and understanding you need to enhance your management career. Its program has been specifically designed to deliver hard, effective, practically applied learning of the core business disciplines in a fraction of the time it takes to complete a full MBA. The course is also available in a choice of three different modules – 15 half days, 9 full days and 2 full weeks – to give you the maximum learning benefits with the minimum impact on your professional and personal life. Also, being a course for hands-on managers it does not have any formal entry requirements.



A real life workplace workout to build up your management muscle

The program will challenge your perceptions, broaden your horizons and grow your ability to think more creatively and more effectively in your role. Using innovative, interactive and highly involving teaching methods that closely simulate real life workplace issues and disciplines, problems and principles, it will enhance your practical understanding of the key areas of business management. Working in syndicates of like-minded professionals, peers and managers from other areas of business, you will be intentionally taken out of your areas of expertise to stretch your skills, expand your terms of reference and broaden your scope of thinking. The combination of practical workshops, real-life case studies, syndicate projects and assignments make this a very hands-on management program. It also uses the innovative simulated strategic learning of 'The Marketing Game' to illustrate marketing concepts in a challenging and involving way. Through group problem-solving and interaction with other experienced managers, you gain the benefits of different skills and perspectives. In addition to your class participation, it is expected that you will undertake reading, syndicate work and study for 3 to 6 hours a week.

Learn the language of business and new perspectives

The practical focus means that you are constantly discussing financial strategies, organizational development theories and marketing initiatives as they relate to your own business. As a result, you gain the invaluable opportunity to frame your newly acquired knowledge and insights in a truly practical context and apply them immediately on your return to the workplace.

In the process you will also be learning a new language - the language of business. You will be able to understand and converse knowledgeably in the key areas of business management, giving you the ability to contribute on broader and higher levels of your business.

Whatever your ambitions you can make your management future stronger

Whether you're a specialist manager who needs broader management skills, a technician moving towards management, the owner of a small business, a young professional looking to become more business focused or a consultant who wants a better understanding and insight into your clients' operations, the Business Management Certificate will enhance your ability to fulfil your ambitions. By consolidating the experience you have and adding new skills, knowledge and insights, you will strengthen your management role and increase your value to both your current business and to future employers and business partners.

The multiple business benefits of your mini MBA

- Understand and apply contemporary management theory and practice
- Develop sound decision-making skills and processes
- Design plans and strategies in response to external change
- Manage systems and procedures for controlling and reporting
- Employ new marketing techniques to gain a competitive advantage
- Implement financial techniques for optimising returns and minimising risk
- Clarify your professional ambitions
- Demystify business practices and terminology
- Open up new opportunities and expand your potential
- Increase your value

For more information on the mini MBA program visit www.aimnsw.com.au/graduate

Program Outline

Management & Finance

Understanding financial statements
Analysis of financial statements
Cost behaviours and budgeting
Pricing practice and strategy
Working capital and cash flow management
Investment analysis

Marketing & Competitive Strategy

Generic strategies
Market segmentation
Managing the marketing mix
Sustainable competitive advantage
The marketing process
Understanding external and internal environments
Managing the environment

Management & Organisational Development

Techniques and systems of management
Strategy and planning
Management and implementation
Organisational structures
Functional components of organisational structures
Integration and management of components
Organisations and objectives
Leadership and motivation
Organisation balance and development model

Program Format

The program is offered in a variety of formats to cater for individual preferences:

- Full-day program over 9 consecutive Thursdays
- Half-day program over 15 consecutive Saturdays
- Full-day modular program 2 x 5 day modules, 4 weeks apart

Assessment

Assessment is based on syndicate and class participation, group projects and a 3 hour open book examination.

Program fees

Program fee \$4,500
Member rate \$4,050

This fee includes catering, plus all program and reference materials. For the duration of the program all non-member delegates will also enjoy full borrowing privileges at the Institute's specialist management library. Includes GST.

To register or find out more

Phone: 1300 651 811
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Online: www.aimnsw.com.au

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