

EXECUTIVE CERTIFICATE IN ENTREPRENEURSHIP & SME MANAGEMENT



Strategy plays an important part in any business's success in today's fast-paced world. Galvanize your strategic thinking and make a break for professional success with an Executive Certificate in Entrepreneurship & SME Management. This program introduces you to the basic concepts and tools of strategic business management. We cover the overall framework within which managers make decisions. You discover different strategic tools to evaluate environmental threats and opportunities, including the industry competitive forces analysis. You learn how to identify company strengths and weaknesses and how to develop competencies. Finally, you study the strategic positioning of a company in its industry and the necessary factors responsible for strategy execution. At EDI Business Development Centre, we are leaders in the training of business management strategy.

■ Course Objective

Upon the completion of this training, participants are expected to:

- ✓ Learn strategic and managerial skills necessary for leadership in an entrepreneurial business world
- ✓ Understand financial management and its relationship to monitoring and evaluating your business
- ✓ Gain a deeper understanding of the competitive forces that influence corporate success
- ✓ Develop and practice a balanced scorecard approach to strategy management.
- ✓ Understand effective marketing strategies to exceed customer expectations
- ✓ Carry out sessions on using the tools back in the real business.
- ✓ Receive one-on-one coaching on business strategy issues.
- ✓ Learn key strategic development tools and models.
- ✓ Develop a personal strategy action plan.

■ Course Structure

The Executive Certificate in Entrepreneurship & SME Management takes approximately 96 hours OR is offered 6 weekends excluding public events spoken by our successful businessmen. The course is based on a participatory, practical, active learning approach, group discussions, and role play with An Action Guide from a successful businessman in Cambodia. Participants will receive a Certificate of Participation upon successful completion of the course.

■ Course Outline

1. Sales & Marketing Strategies
2. Human Resources Management Strategies
3. Business Plan Creation
4. Financial Management for SMEs
5. Entrepreneurship and Innovation
6. Effective Business Governance for SMEs

■ Who Should Attend?

This Executive Certificate Program in Business is valuable if you want a strong foundation in strategy. It develops your practical skills and provides the latest theory in business and strategy. It is ideal if you are taking on a new management role and want to become an effective business leader. Business owners or employers from any industry who are interested in developing the skills needed to analyze and create strategy are encouraged.