



The 3 Day MBA Development Workshop

HARARE RAINBOW TOWERS

30th March – 1st April, 2010

THE 3 DAY MBA DEVELOPMENT WORKSHOP INVITATION

Succeed in the Business World,
Get a holistic Understanding
Of Business as a whole.

30th March – 1st April 2010

Harare Rainbow Towers

WHO SHOULD ATTEND

GM's, MDs, CEOs, CFOs, COOs *
Managers, Supervisors and Team
leaders * Human Resources
Managers & Staff * Professionals
wanting to broaden their
business exposure and anyone
keen to develop their holistic
business skills.

KEY BENEFITS

- Expose yourself to broader business concepts
- Gain a holistic understanding of business
- Network with other professionals in Industry
- Make yourself more valuable to your Business/Company

INVESTMENT:

US\$700.00 per delegate, 5%
discount for enrolments before 15
Feb 2010

Provision of the course by
Waterfront includes:

- Dynamic and knowledgeable facilitators
- Quality CD, notepad and pen
- Training Manual
- High Quality Training Venue
- A Course attendance Certificate

OVERVIEW

Managers are increasingly coming under pressure to have a more holistic understanding of business as a whole. To provide maximum benefit to their organizations, it is important for managers not only to understand their own areas of speciality but also to have a good working understanding of business as a whole. In order to assist managers to achieve a well rounded business understanding. Waterfront Conferences are offering a course titled "The 3 Day MBA". The course covers the following topics:-

Ros McCabe Associate Partner - Ernst & Young

LEADERSHIP

- Effective Goal Setting, Communication, Effective Relationship, Fostering a Positive Work Environment, Motivating Others – People Drivers, Resolving Conflicts, Setting the Right Priorities, Effective Delegation, Coping With Difficult Employees

Mr. Philemon Kwaramba - Director-Business Operations Unit- Scientific & Industrial Research Development Centre

OPERATIONS MANAGEMENT

- Capacity, Inventory, Control

Mr Robert Mangwiro, Zimra – Commissioner Finance and Planning

FINANCE

- Basic Accounting Terminology And Jargon And What It All Means, Interpreting Financial Statements, Importance Of Cash Flow And Liquidity, Basic Fraud Awareness, Fraud Deterrence Techniques, Fraud Warning Indicators

Mr Lovemore Matsika – President Zimbabwe Institute of Management (ZIM)

STRATEGIC MANAGEMENT

- Purpose And Benefits Of Strategic Management, Business Plans, Strategy Development Process, Implementation Challenges

Sarah Nyengerai – Independent Training Consultant

MARKETING

- Consumer Analysis, Review Of The Competition And Self, Development Of A "Preliminary Market Mix"

Dr Jeffery Chada– Deputy Director General SIRDC

HUMAN RESOURCES

- Organizational Effectiveness, Recruitment And Selections, Labour Law



Waterfront Conferences and Training

Building Careers, Attaining Excellence

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