

London  
School of Business  
& Finance

EXECUTIVE EDUCATION



# EXECUTIVE EDUCATION PROGRAMMES

# 2019



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Located in the centre of London, London School of Business and Finance Executive Education offers innovative and intensive professional training courses. We provide transformational learning experiences that support your career.

Our courses provide participants to engage and exchange their knowledge, interests and experience with like-minded professionals. Our lecturers will equip our participants with the latest teaching material, engaging case studies and seminars.

At LSBF Executive Education, we pride ourselves with delivering our courses through world-class academics. We ensure that every delegate has a unique journey, destination and they stand out in their organisation. We gain a deeper understanding of our delegates, their business and their road to success.



Rathakrishnan Govind  
CEO, LSBF Global

# Welcome



## WHY CHOOSE LSBF EXECUTIVE EDUCATION ?

### SHORT TERM COURSES

Learn the skills you need in intensive classes (2 days to 12 weeks)

### CAREER ORIENTATION

Choose and combine courses based on your career goals. Evening classes are also available

### EXPERT TUTORS

Benefit from tutors with years of professional experience in their fields

### PRACTICAL EXPOSURE

Courses are taught with a workshop approach and the focus is on real-life case studies and group projects

### CENTRAL LONDON CAMPUS

Study at our campus in the heart of London

*"I walked out with a great boost of confidence and I am now looking forward to taking more complex projects"*

Iliyana from Bulgaria, short course in Management Consulting and Project Management

*"After this course I have the right tools to contribute [towards] marketing and communication plans."*

Laila from Brazil, short course in International Business

*"It is very hands-on. Very practical. You are really learning through doing".*

Claire from UK/Italy, short course in Advanced Financial Modelling

*"The tutors were fabulous, they had in-depth knowledge of the subject. In class they had to make use of real-life scenarios, real-life examples to teach, so it made it very easy for us to understand."*

Ikechi from Nigeria, Postgraduate Certificate in Finance

## GLOBAL NETWORK

LSBF EE is part of Global University Systems (GUS), an international network of higher education institutions

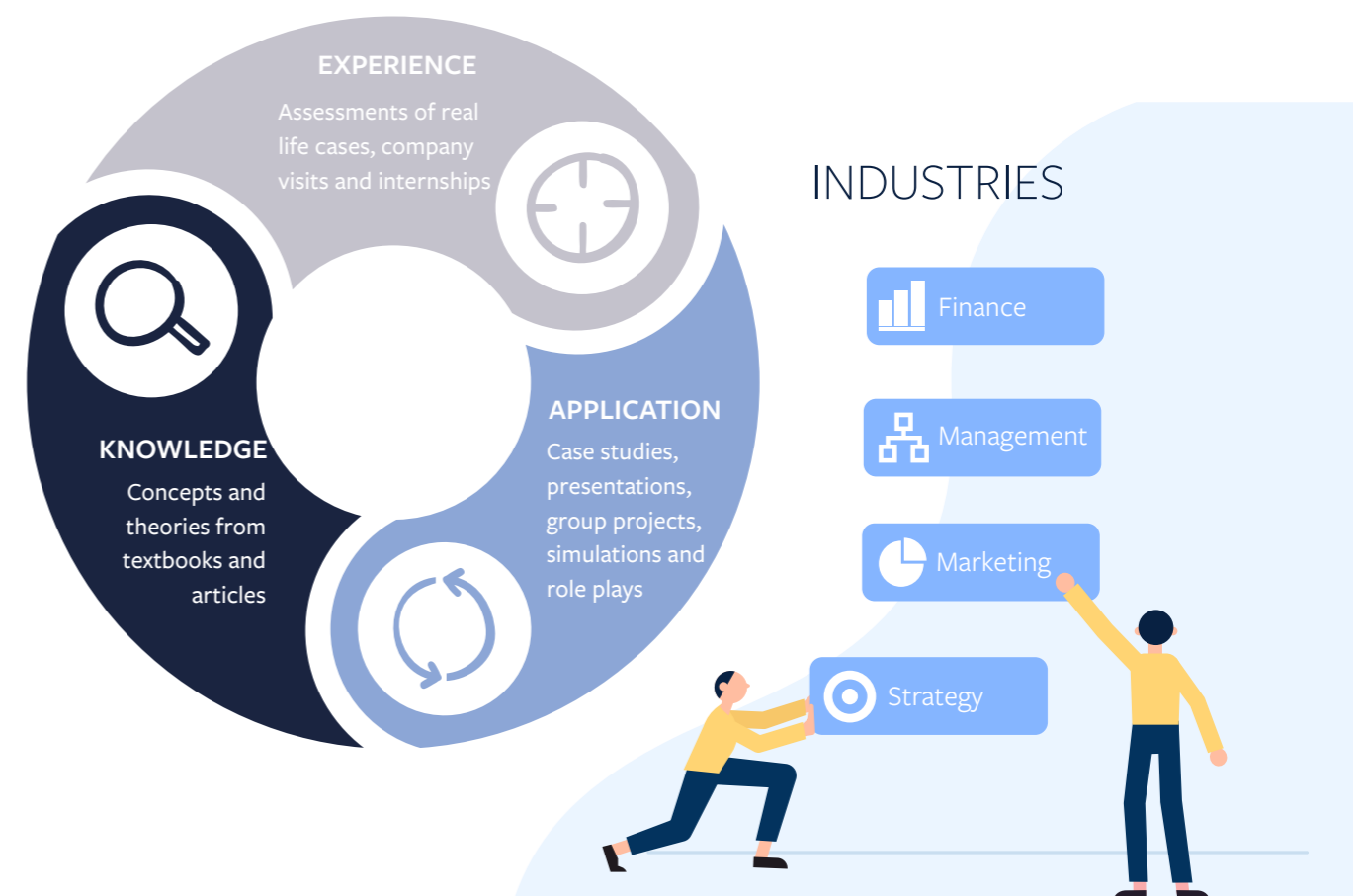
## CPD ACCREDITATION

All Executive Education programmes are CPD accredited. You will earn valuable CPD points upon course completion

## BAC ACCREDITATION

LSBF EE is accredited by the British Accreditation Council (BAC)

## LSBF EXECUTIVE EDUCATION CONCEPT



COURSE PORTFOLIO

**General:** these courses provide you with an overview of a business area, such as marketing, management, finance or strategy. You will gain industry insights and an understanding of various important concepts. If you are a new graduate or a professional who has recently started working, these courses are ideal.

**Specialist:** this category explores the theories, application, and developments of specific topics in detail. It is most suitable for professionals with some experience. You will build on your existing knowledge of the subject and on the material delivered in the general courses.

**Strategic:** this type of course examines business issues from a strategic point of view and is aimed at individuals in senior management positions, such as directors and board members. These courses will give you the skills to steer the businesses you represent in the best possible direction.

	MANAGEMENT	STRATEGY	MARKETING	FINANCE
GENERAL	Effective Management Techniques (MDP)		Global Marketing Practices (WBS/SBS)	Corporate Finance in Practice (WBS/SBS)
	Strategic Business Management (PGC)		Digital Marketing (PGC)	Accounting for Performance and Control (PGC)
	Management and Leadership (PGC)	Marketing Planning and Strategy (MDP)		Understanding Financial Statements (PGC)
	Strategic Management and Leadership (WBS/SBS)			Managerial Finance (MDP)
	MANAGEMENT	STRATEGY	MARKETING	FINANCE
SPECIALIST	Entrepreneurship (PGC)	Design Thinking and Innovation	Data Analytics in Marketing (PGC)	Corporate Finance (PGC)
	Enterprise Operations Management		Consumer Behaviour Analysis (PGC)	Financial Modelling (PGC)
	Project Management (PGC)	Leadership Development Programme (LDP)	Digital Marketing and Social Media (SC)	Financial Markets: Trading and Analysis (PGC)
	Business Development (PGC)	Business Strategy (MDP)	Brand Management (PGC)	Finance for Non-Finance Managers (SC)
	HR Development and Talent Management (PGC)	Digital Transformation and Leadership	Content Marketing and SEO (PGC)	
	MANAGEMENT	STRATEGY	MARKETING	FINANCE
STRATEGIC	International Business (PGC)	Strategic Brand Management (SC)		Financial Risk Management (PGC)
	Management Consulting and Project Management (SC)	Marketing Strategy (PGC)		Mergers and Acquisitions (PGC)
	Strategic Leadership and Change (SC)		Emerging Technologies	Project Finance (PGC)
	Strategic Business Planning (SC)			Financial Planning and Analysis (SC)
	miniMBA			

PGC: Postgraduate Certificates, SC: Short courses, WBS/SBS: Winter and Summer Business School, MDP: Management Development Programme



# POSTGRADUATE CERTIFICATES



LSBF's Postgraduate Certificates are designed to help professionals and recent graduates develop an advanced understanding of the key areas in finance, management and marketing. Every course has a strong industry focus, helping you advance in your career by using case studies to show you how theory can be applied in the workplace.

You will develop new areas of expertise without the commitment of a long-term degree, studying alongside like-minded people and benefiting from the opportunity to network with your peers.

## WHO IS THIS FOR?

These courses are ideal for those seeking roles as executives, or those looking to make a career change and gain the skills needed to face a wide range of industry challenges.

## KEY FACTS

- **Duration:** 12 weeks
- **Delivery mode:** London campus or in-house
- **Start dates:** February, May and September 2019
- **Price:** £4,500

## ENTRY REQUIREMENTS

- Undergraduate degree or equivalent HE qualification, or relevant work experience
- English language – CEFR Level B2\* or equivalent.

\*Please note: those with a B1 level of English and relevant proof of further study will be considered. All teaching and learning materials are provided in English only.

## POSTGRADUATE CERTIFICATE IN MANAGEMENT

This 12-week programme will help you gain a range of advanced managerial skills, giving you the confidence and expertise to become a successful leader. The Postgraduate Certificate in Management will cover key management areas such as entrepreneurship, international business, project management and more. You will be able to mix and match these courses based on your career objectives.

In order to complete the Postgraduate Certificate in Management you will need to attend and be assessed in at least four courses.

Please note: you can decide to take any course individually.

### CHOOSE FOUR COURSES FROM THE BELOW:

- Business Development Techniques
- Entrepreneurship
- Human Resources Development and Talent Management
- International Business
- Management and Leadership
- Project Management
- Strategic Business Management

### ONE OF OUR TUTORS

DR CARLTON  
BROWN



His experience over the last 25 years, with 15 years at director level, has led to Carlton becoming a sought-after lecturer, trainer, speaker and coach. Carlton is a Member of the British Management Association (BAM), a Fellow of the Institute of Sales and Marketing Management (FLISMM) and Member of the Chartered Management Institute (CMI).



### BUSINESS DEVELOPMENT TECHNIQUES

This course is based on business development from a people perspective. You will use proven tools and strategies to enable you to refine areas such as customer loyalty, selling to customers the way they want to buy, increasing market share, venturing into new markets, increasing your business profile, improving social media, improving closing ratios, developing and improving the 'brand of me'.

#### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Improve sales and win customer loyalty
- Increase your understanding of developing a client portfolio
- Improve your "people skills" and utilise proven strategies and techniques in your workplace



### ENTREPRENEURSHIP

This course covers how to launch and sustain your own business with confidence. It will help you begin to think in an entrepreneurial manner and will equip you with a combination of essential business techniques. You will use computer simulations in class to bring concepts to life.

#### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Create a full business plan
- Identify a target market and evaluate competitors
- Assess progress and manage strategic change



### HUMAN RESOURCES DEVELOPMENT AND TALENT MANAGEMENT

This intense course will help you identify the purpose, proposition and significance of human resources strategies. You will evaluate different approaches to employee engagement while considering your organisational culture, values and goals. You will learn to develop employees' engagement and human resources for recruitment selection and resourcing talent.

#### BY THE END OF THE COURSE YOU WILL BE ABLE TO:

- Explore current knowledge through practical engagement
- Develop an employee engagement strategy aligned with corporate aims and objectives of your organisation
- Evaluate the factors affecting an organisation's talent planning, recruitment and selection policy



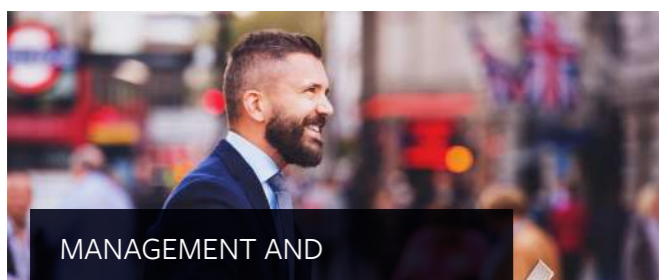


## INTERNATIONAL BUSINESS

You will gain insight into international markets, including the concepts, terminology and theory commonly used in the sector. You will recognise the best way to operate within international markets, gaining an understanding of the changes that take place when an organisation expands overseas.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Identify factors to compare national and regional economies
- Critique theories of international management concepts
- Demonstrate an understanding of cultural value theory



## MANAGEMENT AND LEADERSHIP

This course will enable you to further understand your individual leadership style, personality profile and emotional intelligence. You will develop the skillset needed to become a successful leader and manager, while also understanding the difference between the two.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand the characteristics and behaviours exhibited by good leaders
- Develop strategies for managing conflict
- Demonstrate improved ability to empower, motivate and inspire others



## PROJECT MANAGEMENT

This course will give you insight into how to successfully manage projects. You will gain a comprehensive understanding of how you can transform business strategy into productive commercial actions through effective project management.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Scope a project and use project management principles to successfully complete it
- Effectively cost, budget and plan a successful delivery in line with trusted project principles
- Control, measure and monitor the elements that ensure project success

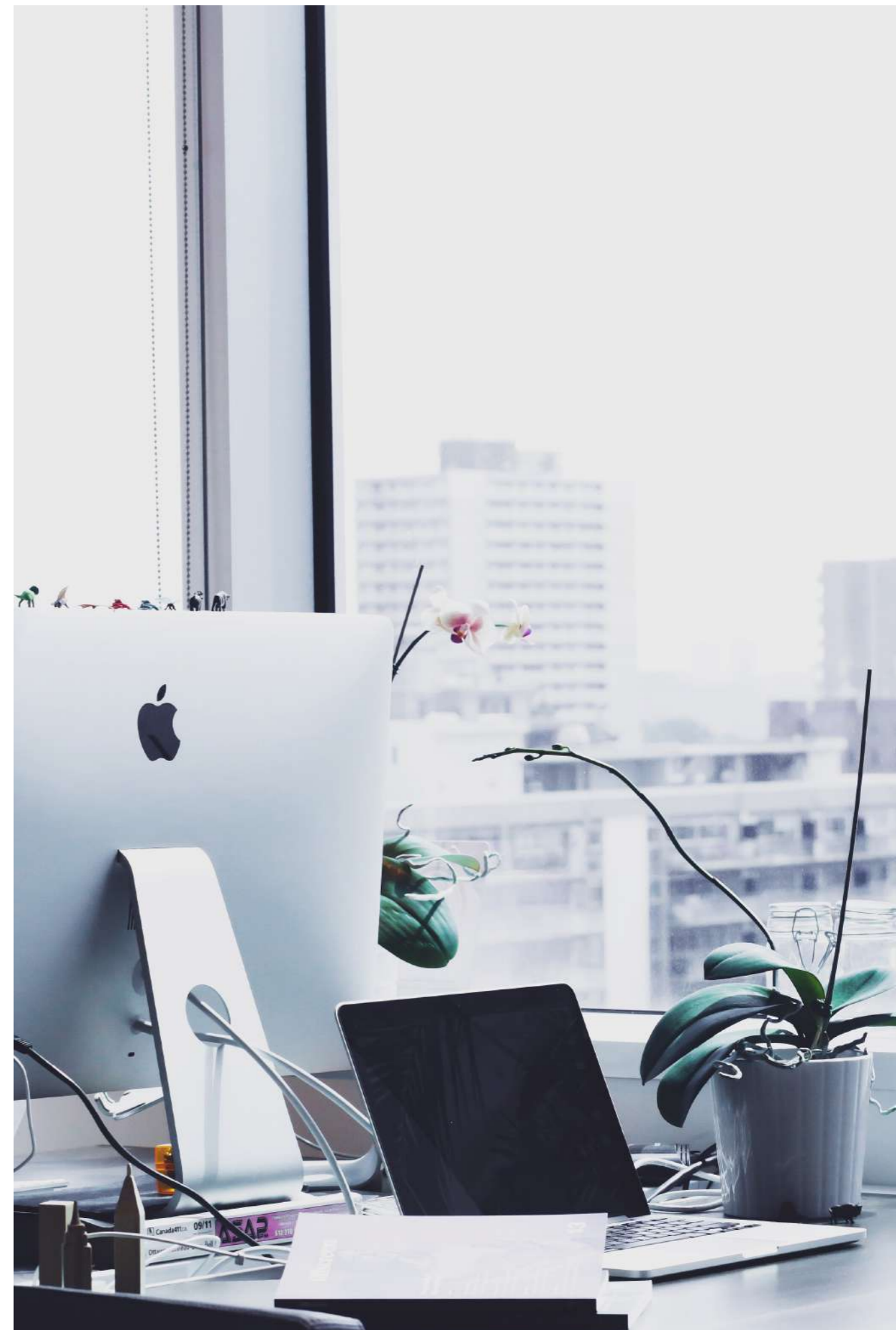


## STRATEGIC BUSINESS MANAGEMENT

By studying the latest theories and analysing practical examples, you will gain invaluable insight into how to manage a company's strategic direction, including its translation into operational goals and delivery. This will give you the skills needed to perform at a high level in any business.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Make strategic decisions based on an organisation's internal strengths and weaknesses
- Design internal structures to match your product portfolio
- Improve profitability, performance and efficiency





# POSTGRADUATE CERTIFICATE IN FINANCE

This 12-week programme will cover the latest financial trends and the sector as a whole. You will learn key ratios and need-to-know finance terminology through real-life case studies. The Postgraduate Certificate in Finance will help you achieve your professional goals in a finance related career. You will also gain a wide range of skills that will help you tackle any challenges you may face in the finance industry. In order to complete a Postgraduate Certificate in Finance you will need to attend and be assessed in at least four courses.

You can combine the modules based on your interests and career goals; alternatively you can decide to take any course individually.

CHOOSE FOUR COURSES FROM THE BELOW:

- Accounting for Performance and Control
  - Corporate Finance
  - Financial Markets: Trading and Analysis
  - Financial Modelling
- Financial Risk Management
  - Mergers and Acquisitions
  - Project Finance
  - Understanding Financial Statements

ONE OF OUR TUTORS

MEENA  
JAFFERALI



Despite training at a law firm, Meena subsequently pushed a career in accountancy and ultimately became a Finance Director. She then started Cresco, a management and training consultancy. She works with companies to transform their finance functions by implementing processes and KPIs to ensure a streamlined and successful finance department. In addition, she runs workshops which provide a basic understanding of finance without complex jargon. Meena is also active in her local community and is chair of the Pinner and Northwood Business Club.



## ACCOUNTING FOR PERFORMANCE AND CONTROL

This course provides you with an in-depth look at the principles of cost and management accounting. Taking this course will develop your understanding of management accounting and the role of decision making within an organisation.

BY THE END OF THIS COURSE YOU WILL  
BE ABLE TO:

- Prepare budgets and other budgetary control statements
- Use relevant information to make decisions on pricing, cost control and cost reduction
- Calculate and analyse variances and their possible causes



## CORPORATE FINANCE

This course will equip you with instruments for the evaluation of investment and financing decisions. You will learn to assess financial and strategic consequences in both domestic and international contexts.

BY THE END OF THIS COURSE YOU WILL  
BE ABLE TO:

- Compare various investment decision rules and apply the process of capital budgeting
- Analyse the concept of corporate capital structure and compute cost of capital
- Determine and critically evaluate the economic benefit of various types of financing



## FINANCIAL MARKETS: TRADING AND ANALYSIS

This course will help you learn how to interpret the current state of the financial markets. This short programme is most suited to aspiring financial professionals, or those seeking to improve their working knowledge and skills in relation to financial markets trading.

BY THE END OF THIS COURSE YOU WILL  
BE ABLE TO:

- Develop a good understanding of the mechanics of different segments of financial markets
- Evaluate the available financial information and make appropriate decisions
- Understand the financial press



## FINANCIAL MODELLING

This course will teach you to forecast the future performance of a company with a model built using Microsoft Excel. You will be introduced to best practice techniques of financial modelling and learn how to integrate income statements, balance sheets and cash flow.

BY THE END OF THIS COURSE YOU WILL  
BE ABLE TO:

- Produce financial models that follow best practice techniques
- Develop financial forecasting models
- Demonstrate a knowledge of modelling, income statements, cash flows, assets and liabilities



## FINANCIAL RISK MANAGEMENT

Become proficient at risk management in relation to financial institutions. You will also become familiar with the importance of having a constant excess of interest earned from assets over interest paid to liabilities.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Analyse the challenges and risks facing financial institutions
- Evaluate interest rates and operational risk
- Evaluate the pricing, profitability and credit risks taken during the lending cycle



## MERGERS AND ACQUISITIONS

Learn how to apply advanced analysis to the valuation of companies involved in the mergers and acquisitions process. You will also gain an understanding of the tools and techniques used in the valuation of a company and a complete overview of key elements in successful M&A and private equity transactions.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand the motives, alternatives and processes of mergers and acquisitions
- Use the tools available to evaluate a business
- Assess the practical issues involved in leveraged buy-outs including the management of buy-outs and buy-ins

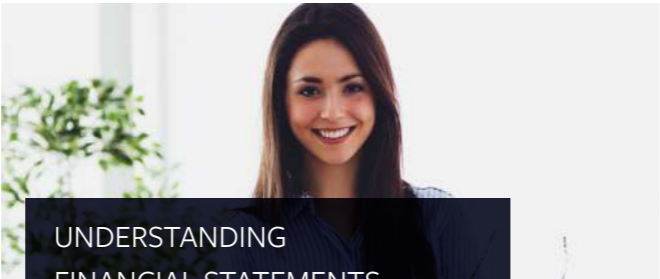


## PROJECT FINANCE

This course will give you an overview of key aspects of project finance. Participants will be covering in detail essential financial topics, from risk valuation to documentation, going through all available sources on debt financing and debt capacity.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Increase your knowledge of key motivations for stakeholders in a project
- Learn about the structure of financial statements within a financial project and the evaluation of the key drivers of financial performance
- Understand how debt and equity providers evaluate the financial performance of projects

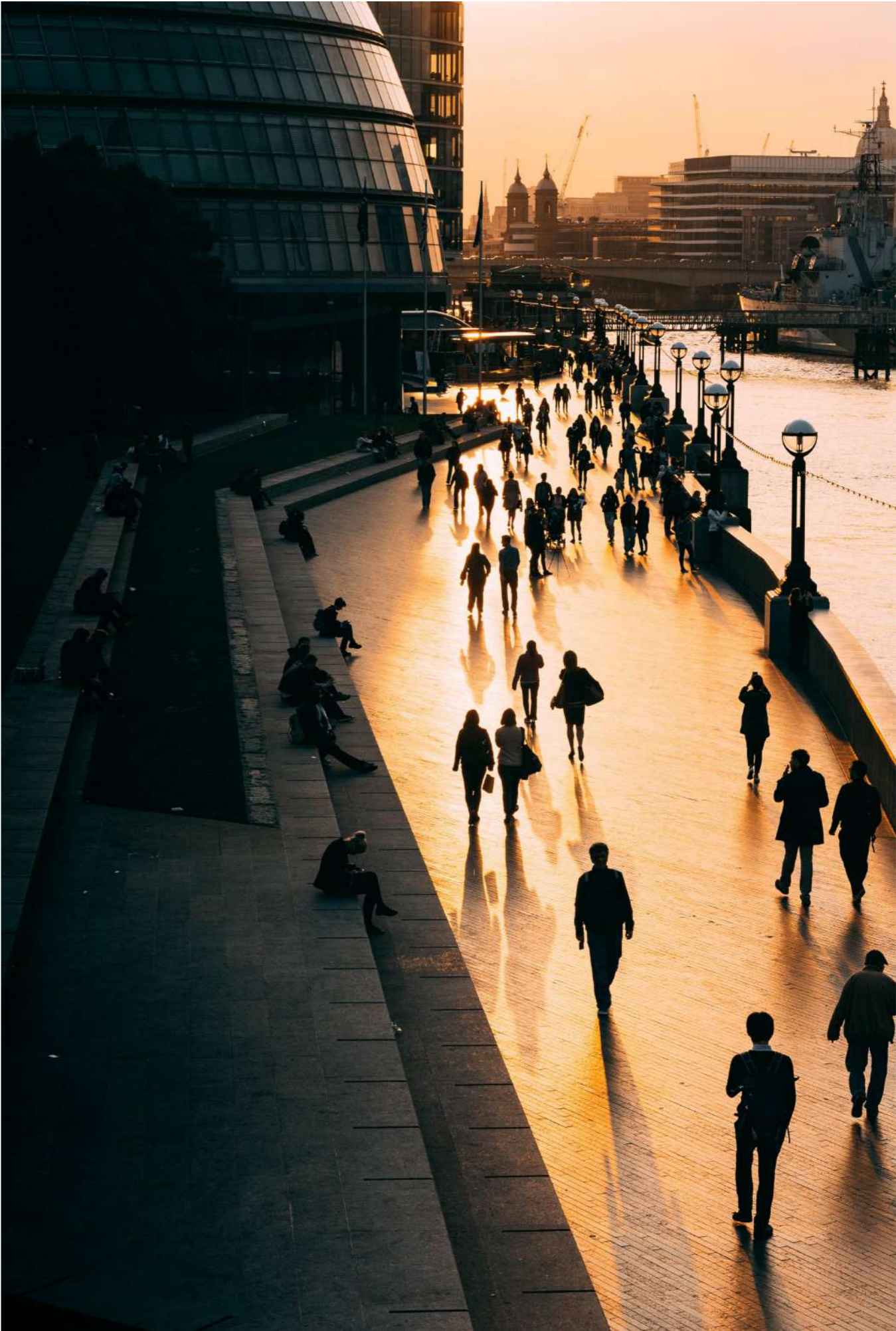


## UNDERSTANDING FINANCIAL STATEMENTS

You will gain an understanding of the essential principles of financial statements. This includes the nature of double entry accounting and its operation, regulation, and required presentation to meet UK and international financial reporting standards.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Record business transactions in an accounting system
- Understand the basics of the double-entry bookkeeping system
- Understand and prepare basic financial statements and interpret them with ratio analysis





# POSTGRADUATE CERTIFICATE IN MARKETING

This programme will help you develop the practical skills and expertise needed to become an effective marketer with an understanding of how to promote brands. You will study in the heart of London, learning about crucial topics such as how to interpret consumer behaviour, the use of data analytics and brand management.

The Postgraduate Certificate in Marketing is suited to both professionals and graduates, giving all participants the ability to succeed in and manage the challenges of this sector. In order to complete a Postgraduate Certificate in Marketing you will need to attend and be assessed in at least four courses. You can also decide to take any course individually.

## CHOOSE FOUR COURSES FROM THE BELOW:

- Brand Management
- Consumer Behaviour Analysis
- Content Marketing and SEO
- Data Analytics in Marketing
- Digital Marketing
- Marketing Strategy

## ONE OF OUR TUTORS

ANDREIA  
AREAL



An enthusiastic academic in business strategy, marketing and corporate social responsibility, Andreia has years of experience in the non-profit, banking and legal sector in the UK and USA. With a background in law and business, Andreia is an MBA holder with experience of delivering marketing courses at a number of international institutes. A confident public speaker who is a lifelong learner and a dedicated professional, Andreia is also a Fellow of the Higher Education Academy and published author.



BRAND MANAGEMENT

This course will deepen your understanding of marketing strategies from both a corporate point of view and a consumer point of view. You will study brand building, positioning and learn how to critically analyse your own and other brands.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand the importance of brand experience and reputation management
- Develop and build a brand strategy
- Implement brand marketing and digital communication programmes

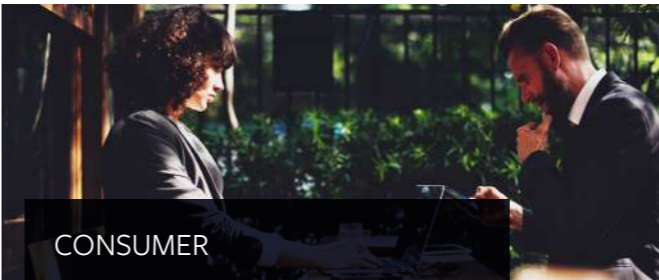


CONTENT  
MARKETING AND SEO

This course will enable you to build organic search marketing strategies and learn all about the best practices involved in building links. You will also learn how to pitch and produce original, relevant content that will assist you in building natural links that are great for SEO.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Research and understand your audience and create persuasive content for the right target audience
- Understand the customer decision journey
- Explore various tools to measure the success of your content marketing plans

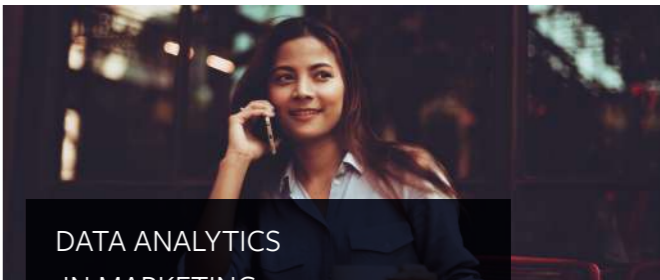


CONSUMER  
BEHAVIOUR ANALYSIS

This course will develop your understanding of the analysis of consumer behaviour, teaching you various theoretical models which are related to consumer analysis and research data.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Evaluate the success of current models in predicting the consumer purchase decision
- Analyse patterns and processes of consumer behaviour in a contemporary and international business context
- Critically evaluate consumer and customer management practices in organisations



DATA ANALYTICS  
IN MARKETING

This course will develop your understanding of marketing data and the ways in which it is collected, stored, analysed and interpreted in order to affect decision making.

## BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Use analysis to craft experiences that reflect each customer's needs and expectations
- Track the performance of all paid, earned and owned social media channels
- Implement advanced tools, processes and algorithms for accurately measuring influence



## DIGITAL MARKETING

This course will develop your ability to use digital tools for the purpose of implementing marketing strategies. Our hands-on sessions will encourage you to apply taught methods within your company, boosting your client base through use of social media, SEO and other digital marketing techniques.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand changes in marketing brought about by digital marketing and analyse their effects on marketing strategies
- Demonstrate a critical understanding of digital marketing tools
- Implement digital campaigns using these tools



## MARKETING STRATEGY

Using a case study approach, you will develop the analytical and interpretive skills necessary for strategic decision-making. Gain insight into the conceptualisation and execution of viable marketing plans and projects.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Contextualise product and service marketing
- Evaluate the latest developments in marketing strategy and their relevance in application
- Assess the marketing environment and the variables that drive decision-making



# MANAGEMENT DEVELOPMENT PROGRAMME



The Management Development Programme (MDP) is an intensive programme teaching the latest techniques and trends in core areas of management and finance. The MDP has been developed for executives who are still in the early stages of their career and both have the potential and the aspirations to take on the responsibility of a management role. The programme is delivered in the style of an MBA, complete with case study analysis, and individual and group presentations. In addition to a full two-week programme, the four Management Development Programme courses can also be taken individually.

## WHO IS THIS FOR?

This programme is ideal for executives either in the early stages of their career or considering a change in career path and looking to obtain the skills required to face a new set of industry challenges.

## KEY FACTS

- **Duration:** 2 weeks
- **Delivery mode:** London campus or in-house
- **Start dates:** March, June and October 2019
- **Price:** £3,190

## ENTRY REQUIREMENTS

- Undergraduate degree or equivalent HE qualification, or relevant work experience
- English language – CEFR Level B2\* or equivalent

\*Please note: those with a B1 level of English and relevant proof of further study will be considered. All teaching and learning materials are provided in English only.



## EFFECTIVE MANAGEMENT TECHNIQUES

This two-day course will teach you various management techniques to maximise your effectiveness as a business leader. From emotional intelligence and effective time management to motivation and coaching you will acquire many skills and qualities needed to succeed in a management position.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand the role of the manager and how to manage effectively
- Assess competing themes and data to make recommendations for operational change
- Understand how leadership drives change



## MANAGERIAL FINANCE

You will be introduced to the issues of short-term financing and working capital management in this three-day course. You will gain the knowledge needed to advance as a manager in any sector.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Understand the mechanics of corporate financial analysis
- Estimate the cost of capital for a business
- Apply investment appraisal techniques in a range of business situations



## BUSINESS STRATEGY

This three-day course provides a comprehensive overview of the strategic management lifecycle and the distinctive tools and techniques employed to plan strategically and make sound business decisions.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Recognise the components of the strategic management lifecycle
- Plan, think, and make decisions in a strategic context
- Explain the strategic management lifecycle from start to finish



## MARKETING PLANNING AND STRATEGY

You will be introduced to the processes and methodologies of marketing planning, strategies and operations. During this two-day course, you will develop a tactical view on underlying issues that affect a business and how they can be remedied through effective strategic planning.

### BY THE END OF THIS COURSE YOU WILL BE ABLE TO:

- Make judgements in the application and adaptation of marketing principles
- Apply both traditional and digital marketing techniques
- Critically assess marketing key performance indicators



# LEADERSHIP DEVELOPMENT PROGRAMME



Effective leadership is fundamental to the success of any organisation; leaders must be able to inspire and motivate in equal measure, while ensuring goals are communicated effectively to individual teams and the company as a whole. The Leadership Development Programme (LDP) is an intensive five-day course, designed to hone your managerial attributes. It will help you understand and overcome any limitations. The course will also look at the benefits of coaching staff rather than instructing them.

## WHO IS THIS FOR?

The LDP is designed for executives and junior managers wishing to enhance their leadership and coaching skills. The techniques and knowledge gained will allow candidates to effectively manage teams and demonstrate greater ability to manage organisational change.

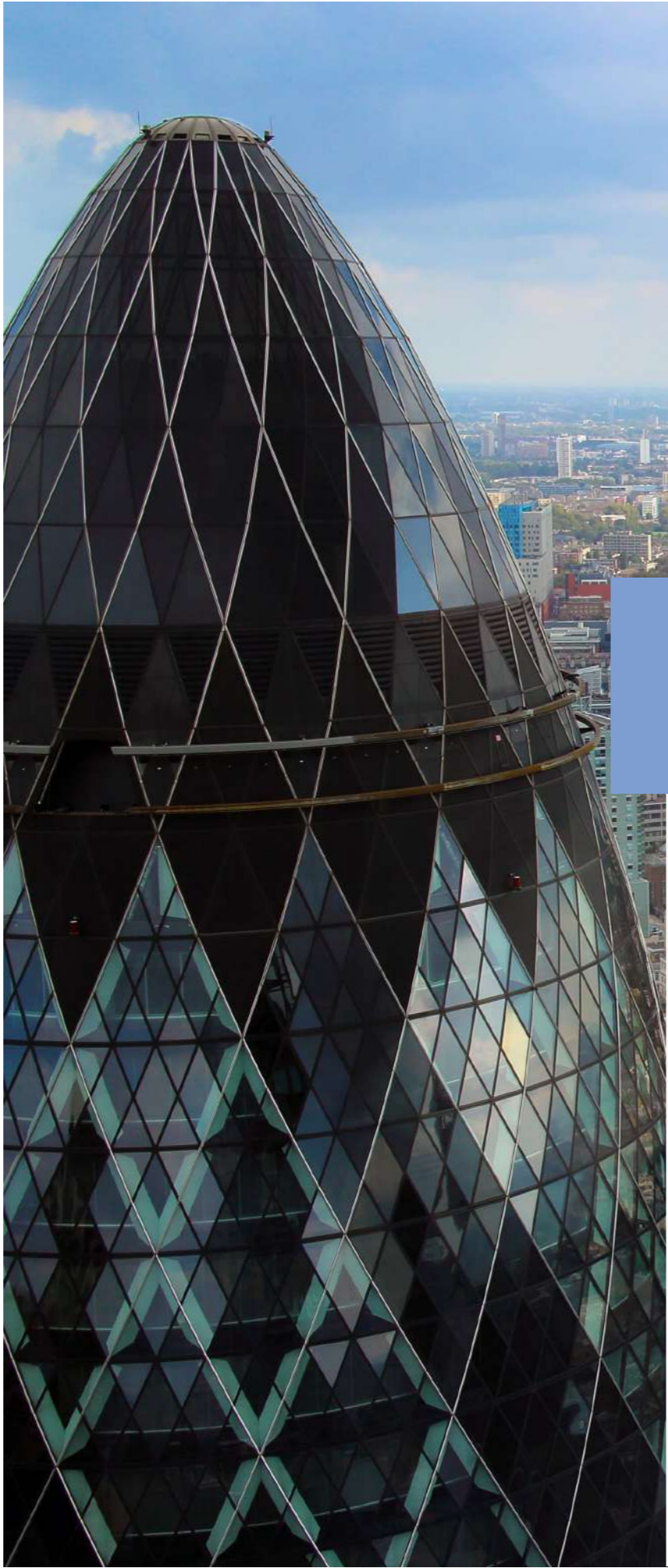
## KEY FACTS

- **Duration:** 5 days
- **Delivery mode:** London campus or in-house
- **Start dates:** April, July and November 2019
- **Price:** £1,995

## ENTRY REQUIREMENTS

Candidates should have a graduate degree in any subject. Non-native English speakers should be proficient in the language and should show evidence of this by providing an International English language certificate (IELTS, TOEFL, Cambridge, Michigan, etc) or evidence of prior studies or work experience in English speaking environments.

# SHORT COURSES



Our short courses cover a wide range of topics, allowing you to build new skills or improve areas that need strengthening. Each course covers a very specific element of either finance, marketing or management, allowing you to focus your professional development exactly where you need it. These programmes can also count towards your CPD requirements.

## WHO IS THIS FOR?

These courses are suited to both executive and non-executive audiences at varying levels of proficiency and experience.

## KEY FACTS

- **Duration:** 4 days each, full-time study
- **Delivery mode:** London campus or in-house
- **Start dates:** Throughout the year
- **Price:** £1,790

## ENTRY REQUIREMENTS

- Undergraduate degree or equivalent HE qualification, or relevant work experience
- English language – CEFR Level B2\* or equivalent

\*Please note: those with a B1 level of English and relevant proof of further study will be considered. All teaching and learning materials are provided in English only.



# SHORT COURSES IN FINANCE

These short courses will improve your understanding, and you will learn how seemingly non-financial decisions can affect an organisation. This knowledge will enable you to improve your company's performance.

The courses will enhance your skills and increase your chances of securing a satisfying role, that will take your career to the next level. We will teach you the latest insights and strategies that you can implement from day one. We look forward to welcoming you at our Central London campus, located in a global financial hub.

## CHOOSE ANY COURSE FROM THE BELOW:

- Finance for Non-Finance Managers
- Financial Planning and Analysis

## ONE OF OUR TUTORS

STEPHEN  
COE



After gaining his MA in Engineering at Cambridge University, Stephen joined KPMG, where he qualified as a chartered accountant and then spent the next 12 years providing financial modelling consulting services to KPMG's clients. He left KPMG to join UBS Warburg as Associate Director, providing training in financial modelling and corporate finance. Stephen has been building sophisticated models for clients for the past thirty years and has been teaching a range of different modelling courses to a wide variety of clients for more than twenty years.



This course will clarify financial jargon, explore key ratios and examine financial trends and areas for concern. You will first learn how to analyse past data before moving on to identify future key issues, threats and opportunities. You will also learn how to plan and budget for any unforeseen issues. This course is suited for people in a management position that would benefit from learning the basics of various financial processes and documents.

## COURSE CONTENT

- Managing money
- Accounting for business
- Key elements of an annual report
- Balance sheet
- Income statement
- Importance of liquidity
- Statements of cash flow
- Revenue and costs



This course will equip you with the knowledge of the financial business environment, strategic planning, management reporting and decision control support in a financial planning and analysis role. You will develop the competency to challenge established work processes and engage in strategic review, manage and identify business related Key Performance Indicators (KPIs), develop budgets and forecasts as well as financial planning and analysis to evaluate and control a business. You will also be able to provide decision support for the senior management team.

## COURSE CONTENT:

- Using financial statements
- Short term decisions
- Performance management
- Strategic cost management
- The balanced scorecard and strategy
- Capital budgeting and investment appraisal
- Business risk and financial risk





# SHORT COURSES IN MANAGEMENT

LSBF offers a range of short courses in management that will ensure you develop the practical managerial skills and expertise employers are looking for. You will learn how to resolve issues, generate value, maximise growth and improve business performance for clients and organisations. These four-day courses offer you the opportunity to acquire more advanced subject knowledge and skills. The short courses focus on the skills required to succeed in management and are delivered at LSBF's campus in central London. Instead of a lecture format, you will be taught in a manner similar to a board room approach.

## CHOOSE ANY COURSE FROM THE BELOW:

- Management Consulting and Project Management
- Strategic Leadership and Change
- Strategic Business Planning
- Business Innovation

## ONE OF OUR TUTORS

EMANUELA  
GIANGREGORIO



Emanuela is a freelance performance improvement consultant who has been delivering bespoke professional training, coaching and project consulting for over 15 years. Other than working across many industry sectors and in several countries across Europe and Asia, she has written and delivered training programmes in generalist and specialist fields, including topics on virtual team effectiveness and personal effectiveness.



## MANAGEMENT CONSULTING AND PROJECT MANAGEMENT

This course will teach you how to apply a range of tools and skills to resolve issues, generate greater value and improve performance. You'll also improve your confidence by gaining all of the essential knowledge required to succeed and increasing your understanding of how to evaluate and solve business challenges. This course is for professionals who want to improve their management skills, either to move forward in their roles as consultants or to progress within their current company.

## COURSE CONTENT

- Tools for assessing proposed solutions
- Project management principles
- Creating a workable project schedule



## STRATEGIC LEADERSHIP AND CHANGE

In a business environment of continuous change, effective leadership and change management skills are essential. This course will give you the skills to implement change in your organisation. You will develop strategic thinking, which leads to strategic planning and ultimately strategic change. You will gain an in-depth understanding of how to acquire a competitive edge by using the right strategies, engaging the workforce and creating value through change management programmes.

## COURSE CONTENT:

- Strategic leadership principles
- Learning from successful strategic leaders
- Delivering strategic value



## STRATEGIC BUSINESS PLANNING

This course will demonstrate the best practices for each stage in the cycle of strategic business planning, from creating a practical organisational vision to execution. You will develop a good understanding of how to create a promising strategic business plan using a wide range of tools, techniques and frameworks. This course will address analysis, objectives, and strategic themes.

## COURSE CONTENT

- First principles of strategic planning and assessing analytical tools and techniques
- Governance and engagement
- Assessing market size and competition



## DESIGN THINKING AND INNOVATION

This short course will help you transform your ideas into a real business proposal. You'll learn a process that can be applied to anything, anywhere, at any time – regardless of what your new idea is. You'll test your ideas, get feedback and create a successful product or service.

## COURSE CONTENT

- Innovation frameworks and best practices
- Identifying opportunities
- Creating an action plan

## ENTERPRISE OPERATIONS MANAGEMENT - NEW FOR 2019

In just four days you will gain a systematic and structured overview of operations management; at the end of the course, you will have a clear view of operations management and a set of tools and techniques to support you. Engage in a series of interactive exercises, involving case study analysis, role playing, group presentations and quizzes, to help you learn the important components of managing operations.

### COURSE CONTENT:

- Managing operations performance
- Operation process technology
- Enterprise Resource Planning

## DIGITAL TRANSFORMATION AND LEADERSHIP - NEW FOR 2019

This short course is designed to help entrepreneurs and business leaders to navigate the digital age while maximising growth opportunities and overcoming potential challenges and threats. In just four you will gain the necessary tools and techniques to be able to develop digital transformation plans.

### COURSE CONTENT:

- Market strategy
- Execution and project management
- Digital business risk and threats





# SHORT COURSES IN MARKETING

LSBF's marketing short courses are specialist programmes that will advance your marketing expertise in the space of just four days.

Delivered at LSBF's central London campus, these short courses focus on enhancing your practical skills, drawing upon modern marketing methods and branding projects. As opposed to regular, lecture style classes, each short course is delivered in a board room manner, with a strong focus on the skills needed to succeed in particular areas of marketing.

## CHOOSE ANY COURSE FROM THE BELOW:

- Digital Marketing and Social Media
- Strategic Brand Management

## ONE OF OUR TUTORS

LUKE  
MINSHALL



Luke is a highly experienced senior lecturer and accredited coach (ICF) who has designed and delivered a wide variety of change management programmes and learning interventions over the past 15 years for international organisations which include: United Nations, Barclaycard, and Vodafone. Luke has a passion for teaching using a range of creative approaches that include links with music, art, spirituality and sport. He is also skilled in developing high performance teams.



This short course will teach you how to think creatively when it comes to creating social media campaigns. You will learn how to plan, coordinate, deliver and test digital and social media campaigns, setting targets to monitor their success. This four-day short course is ideal for those looking to develop their knowledge regarding the use of social media in a professional environment, and those hoping to boost their income by utilising social media tools.

## COURSE CONTENT

- The digital landscape
- Search marketing (SEO and PPC)
- Email marketing
- Social media
- Online display
- Analytics
- Future trends



Emerging technologies such as Virtual Reality, Augmented Reality and Artificial Intelligence help businesses differentiate in a highly competitive brand market. This course will give an overview of the new technologies in business: learn how to assess the use of emerging technologies in various industries and improve your expertise in implementing the latest technologies in a range of different business environments.

## COURSE CONTENT

- New technologies landscape
- Virtual reality
- Mobile Technology Innovation



You will develop the skills to create a strong brand and steer it towards its desired market position through effective marketing and communication, whilst avoiding common pitfalls.

The course uses interactive learning, including a number of practical exercises to help you apply theory. It is ideal for brand managers who are new to their position, or professional marketers who want to progress in their role.

## COURSE CONTENT:

- First principles of strategic brand management
- Assessing and creating brand positioning and values
- Planning and creating brand marketing initiatives
- Monitoring and decoding brand performance
- Nurturing and maintaining equity



# miniMBA



Excelling in a management role requires a deep understanding of a broad range of subjects and competence in many different skills. This programme will help you develop this expertise. This comprehensive four-day course will introduce you to key management topics, such as financial management, leadership of teams, and business strategy. This course is for executives, managers, and senior stakeholders with at least five years of managerial experience from a wide range of industries.

## WHO IS THIS FOR?

This strategic management course has been designed for managers and senior stakeholders with at least five years of managerial experience from a wide range of industries. It is ideal for professionals who want to bring their managerial career to the next level.

## KEY FACTS

- **Duration:** 4 days each, full-time study
- **Delivery mode:** London campus or in-house
- **Start dates:** April, June, October 2019
- **Price:** £2,490

## ENTRY REQUIREMENTS

- **Work experience:** minimum of five years management experience
- **Academic qualifications:** undergraduate degree. Equivalent, relevant work experience also accepted.
- **English language** – CEFR Level B2\* or equivalent

\*Please note: those with a B1 level of English and relevant proof of further study will be considered. All teaching and learning materials are provided in English only.

## ONE OF OUR TUTORS

TIM  
O'CONNOR



Tim has spent over three decades helping professionals develop their leadership and management skills. He has worked with international organisations, including LT Network, Brathay Hall, NTS Ltd, The Saltway Partnership, and PGL to improve their business results. He worked and taught in Africa, the Middle East, the Far East, and all over Europe.

LSBF EXECUTIVE EDUCATION 2019 CALENDAR

		SPRING INTAKE				SUMMER INTAKE				AUTUMN INTAKE			
COURSE NAME	JANUARY	FEBRUARY	MARCH	APRIL	MAY	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
POST GRADUATE CERTIFICATE IN MANAGEMENT													
BUSINESS DEVELOPMENT TECHNIQUES		4, 11, 18, 25	4, 11 (RW), 18, 25	1, 8, 15, 22 (RW)		13, 20, 27 (BH)	3, 10, 17(RW), 24	1, 8, 15, 22, 29	5 (RW)	16, 23, 30	7, 14 (RW), 21, 28	4, 11, 18, 25	2(RW)
INTERNATIONAL BUSINESS		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
MANAGEMENT AND LEADERSHIP		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
PROJECT MANAGEMENT		6, 13, 20, 27	6, 13(RW), 20, 27	3, 10, 17, 24(RW)		15, 22, 29	5, 12, 19(RW), 26	3, 10, 17, 24, 31(RW)		18, 25	2, 9, 16(RW), 23, 30	6, 13, 20, 27	4(RW)
STRATEGIC BUSINESS MANAGEMENT		6, 13, 20, 27	6, 13(RW), 20, 27	3, 10, 17, 24(RW)		15, 22, 29	5, 12, 19(RW), 26	3, 10, 17, 24, 31(RW)		18, 25	2, 9, 16(RW), 23, 30	6, 13, 20, 27	4(RW)
ENTREPRENEURSHIP		7, 14, 21, 28	7, 14(RW), 21, 28	4, 11, 18, 25(RW)		16, 23, 30	6, 13, 20(RW), 27	4, 11, 18, 25	1(RW)	19, 26	3, 10, 17(RW), 24, 31	7, 14, 21, 28	5(RW)
HR DEVELOPMENT AND TALENT MANAGEMENT		7, 14, 21, 28	7, 14(RW), 21, 28	4, 11, 18, 25(RW)		16, 23, 30	6, 13, 20(RW), 27	4, 11, 18, 25	1(RW)	19, 26	3, 10, 17(RW), 24, 31	7, 14, 21, 28	5(RW)
POST GRADUATE CERTIFICATE IN MARKETING													
DATA ANALYTICS IN MARKETING		4, 11, 18, 25	4, 11 (RW), 18, 25	1, 8, 15, 22 (RW)		13, 20, 27 (BH)	3, 10, 17(RW), 24	1, 8, 15, 22, 29	5 (RW)	16, 23, 30	7, 14 (RW), 21, 28	4, 11, 18, 25	2(RW)
DIGITAL MARKETING		4, 11, 18, 25	4, 11 (RW), 18, 25	1, 8, 15, 22 (RW)		13, 20, 27 (BH)	3, 10, 17(RW), 24	1, 8, 15, 22, 29	5 (RW)	16, 23, 30	7, 14 (RW), 21, 28	4, 11, 18, 25	2(RW)
BRAND MANAGEMENT		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
CONSUMER BEHAVIOUR ANALYSIS		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
CONTENT MARKETING AND SEO		6, 13, 20, 27	6, 13(RW), 20, 27	3, 10, 17, 24(RW)		15, 22, 29	5, 12, 19(RW), 26	3, 10, 17, 24, 31(RW)		18, 25	2, 9, 16(RW), 23, 30	6, 13, 20, 27	4(RW)
MARKETING STRATEGY		1, 8, 15, 22	1, 8, 15 (RW), 22, 29	5, 12, 19(RW)		17, 24, 31	7, 14, 21(RW), 28	5, 12, 19, 26	2(RW)	20, 27	4, 11, 18(RW), 25	1, 8, 14, 22, 29	6(RW)
POST GRADUATE CERTIFICATE IN FINANCE													
FINANCIAL MARKETS: TRADING AND ANALYSIS		4, 11, 18, 25	4, 11 (RW), 18, 25	1, 8, 15, 22 (RW)		13, 20, 27 (BH)	3, 10, 17(RW), 24	1, 8, 15, 22, 29	5 (RW)	16, 23, 30	7, 14 (RW), 21, 28	4, 11, 18, 25	2(RW)
UNDERSTANDING FINANCIAL STATEMENTS		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
MERGERS AND ACQUISITIONS		5, 12, 19, 26	5, 12(RW), 19, 26	2, 9, 16, 23(RW)		14, 21, 28	4, 11, 18(RW), 25	2, 9, 16, 23, 30(RW)		17, 24	1, 8, 15(RW), 22, 29	5, 12, 19, 26	3(RW)
ACCOUNTING FOR PERFORMANCE AND CONTROL		6, 13, 20, 27	6, 13 (RW), 20, 27	3, 10, 17, 24(RW)		15, 22, 29	5, 12, 19(RW), 26	3, 10, 17, 24, 31(RW)		18, 25	2, 9, 16 (RW), 23, 30	6, 13, 20, 27	4(RW)
PROJECT FINANCE		1, 8, 15, 22	1, 8, 15 (RW), 22, 29	5, 12, 19(RW)		17, 24, 31	7, 14, 21(RW), 28	5, 12, 19, 26	2(RW)	20, 27	4, 11, 18(RW), 25	1, 8, 14, 22, 29	6(RW)
CORPORATE FINANCE		6, 13, 20, 27	6, 13(RW), 20, 27	3, 10, 17, 24(RW)		15, 22, 29	5, 12, 19(RW), 26	3, 10, 17, 24, 31(RW)		18, 25	2, 9, 16(RW), 23, 30	6, 13, 20, 27	4(RW)
FINANCIAL RISK MANAGEMENT		7, 14, 21, 28	7, 14(RW), 21, 28	4, 11, 18, 25(RW)		16, 23, 30	6, 13, 20(RW), 27	4, 11, 18, 25	1(RW)	19, 26	3, 10, 17(RW), 24, 31	7, 13, 21, 28	5(RW)
FINANCIAL MODELLING		1, 8, 15, 22	1, 8, 15 (RW), 22, 29	5, 12, 19(RW)		17, 24, 31	7, 14, 21(RW), 28	5, 12, 19, 26	2(RW)	20, 27	4, 11, 18(RW), 25	1, 8, 14, 22, 29	6(RW)

\*BH = BANK HOLIDAY

Dates in red are start dates; RW = READING WEEK (No Class Based Lessons)

Please note that this timetable might be subject to change, and is correct at the time of publishing

LSBF EXECUTIVE EDUCATION 2019  
CALENDAR (CONTINUED)

		SPRING INTAKE				SUMMER INTAKE				AUTUMN INTAKE			
COURSE NAME	January	February	March	April	May	May	June	July	August	September	October	November	
MANAGEMENT DEVELOPMENT PROGRAMME (MDP)													
EFFECTIVE MANAGEMENT TECHNIQUES				18,19			17, 18				21, 22		
MANAGERIAL FINANCE				20, 21, 22			19, 20, 21				23, 24, 25		
BUSINESS STRATEGY				25, 26, 27			24, 25, 26				28, 29, 30		
MARKETING PLANNING AND STRATEGY				28, 29			27, 28				31	1	
LEADERSHIP DEVELOPMENT PROGRAMME (LDP)													
LEADERSHIP DEVELOPMENT PROGRAMME				1, 2, 3, 4, 5			1, 2, 3, 4, 5					4, 5, 6, 7, 8	
SHORT COURSES													
MANAGEMENT CONSULTING AND PROJECT MANAGEMENT				15, 16, 17, 18		21, 22, 23, 24				24, 25, 26, 27			
DESIGN THINKING AND INNOVATION				15, 16, 17, 18			1, 2, 3, 4			2, 3, 4, 5			
STRATEGIC BRAND MANAGEMENT		19, 20, 21, 22				28, 29, 30, 31					1, 2, 3, 4		
DIGITAL MARKETING AND SOCIAL MEDIA		25, 26, 27, 28					4, 5, 6, 7				8, 9, 10, 11		
FINANCE FOR NON-FINANCE MANAGERS			4, 5, 6, 7				11, 12, 13, 14				15, 16, 17, 18		
EMERGING TECHNOLOGIES		18, 19, 20, 21				20, 21, 22, 23				23, 24, 25, 26			
STRATEGIC BUSINESS PLANNING			12, 13, 14, 15				18, 19, 20, 21				22, 23, 24, 25		
MINIMBA				1, 2, 3, 4			25, 26, 27, 28				29, 30, 31	1	
FINANCIAL PLANNING AND ANALYSIS				8, 9, 10, 11				1, 2, 3, 4				4, 5, 6, 7	
DIGITAL TRANSFORMATION AND LEADERSHIP			4, 5, 6, 7					8, 9, 10, 11				11, 12, 13, 14	
ENTERPRISE OPERATIONS MANAGEMENT				29, 30	1, 2			29, 30, 31	1			18, 19, 20, 21	
STRATEGIC LEADERSHIP AND CHANGE			26, 27, 28, 29					9, 10, 11, 12				12, 13, 14, 15	
SUMMER / WINTER BUSINESS SCHOOL													
STRATEGIC MANAGEMENT AND LEADERSHIP	7, 8, 9, 10, 11							8, 9, 10, 11, 12					
GLOBAL MARKETING PRACTICES	14, 15, 16, 17, 18							15, 16, 17, 18, 19					
CORPORATE FINANCE IN PRACTICE	21, 22, 23, 24, 25							22, 23, 24, 25, 26					

\*BH = BANK HOLIDAY

Dates in red are start dates; RW = READING WEEK (No Class Based Lessons)

Please note that this timetable might be subject to change, and is correct at the time of publishing



## HOW TO APPLY

### DECIDE ON A COURSE OR PROGRAMME

Read through our prospectus or website and decide on your course. If you would like to discuss your options, you can contact us on +44 (0)20 3435 4644 or via email [executive@lsbf.org.uk](mailto:executive@lsbf.org.uk).

### FILL OUT AN APPLICATION FORM AND SEND IT TO US

You can download the application form from our website ([LSBF.org.uk/Executive](https://lsbf.org.uk/Executive)) and print it out. Please make sure you write clearly in blue or black pen.

Scan the completed application form and email it to [executiveadmissions@lsbf.org.uk](mailto:executiveadmissions@lsbf.org.uk)

Don't forget to attach the following supporting documentation:

- An English language copy of your CV/ resume (no more than 2 sides of A4 to include previous work experience and educational history)
- Proof of English language proficiency
- A copy of your degree certificate and a translated copy of your course transcripts (postgraduate certificate programme applicants only)
- A copy of your passport and all previous UK visas (where applicable)
- A recent passport size colour photograph of yourself, 45mm high by 35mm wide. Your photos must show a close-up of your full head and shoulders. It must be only of you with no other objects or people
- A valid email address. The majority of communication will be done via email so it is very important that we have a correct address for speedy correspondence

### RECEIVE AN OFFER

Once the application is received, it will be evaluated and a conditional or unconditional offer letter will be sent within 48 hours. You will then have 14 days to make a full payment.

### PAYMENT OF TUITION FEES

Instructions on how to pay tuition fees are included in the offer letter. Course places are not secure until tuition fees are paid in full. Payment can be made by credit/debit card or bank transfer. Please note that bank transfers take up to 5 working days to clear within our accounts.

All payments are applied towards the costs of tuition fees for the programme. As such, all deposit payments received are for the sole purpose of reserving a place on the course and are non-refundable.

Delegates are responsible for payment of all bank fees and charges that may result from the transfer of money.

### ENROLMENT

Enrolment happens once full tuition fees have been paid. The enrolment letter includes all course information.

# Checklist

MEET OUR DELEGATES

Read what our alumni have to say about their experience at the LSBF Executive Education.



LUCIANA CEROLINI  
POSTGRADUATE CERTIFICATE IN  
MANAGEMENT



Sum your experience in one word  
"Enrichment"



SMARANDA-ANA DONE  
POSTGRADUATE CERTIFICATE IN  
MANAGEMENT



FATIMA RHAZOUANI  
POSTGRADUATE CERTIFICATE IN  
FINANCE AND MANAGEMENT



MOHAMMED B. D. MONNOO  
POSTGRADUATE CERTIFICATE IN  
FINANCE AND MANAGEMENT



CALLUM HEALY  
SHORT COURSE IN INTERNATIONAL  
BUSINESS



"The main benefit is being able to apply the management skills when I get back to work to my team"



"I would definitely recommend this course for a friend"

# STUDY YOUR LSBF EXECUTIVE EDUCATION COURSE IN THE HEART OF LONDON

The LSBF Holborn campus is situated in the financial district of London. Holborn is served by a comprehensive transport network, with buses, trains and tubes all stopping within walking distance of the campus.

■ **London Underground**

Closest London Underground Station:  
Chancery Lane (Central Line)  
Walking distance to campus: Two minutes

■ **Walking Directions**

Two minutes from Chancery Lane Underground Station.

Take exit 3 towards Holborn South Side from the station. Walk straight and LSBF Holborn will be situated on your right. 30 Holborn is next door to HSBC Bank.

■ **Bus**

Bus stops are situated within one minute's walking distance. The bus list below entails all bus routes which pass close to campus.



8 Oxford Circus and Bow, 25 Ilford and Tottenham Court Road, 242 Homerton Hospital and Tottenham Court Road, 521 London Bridge and Waterloo.

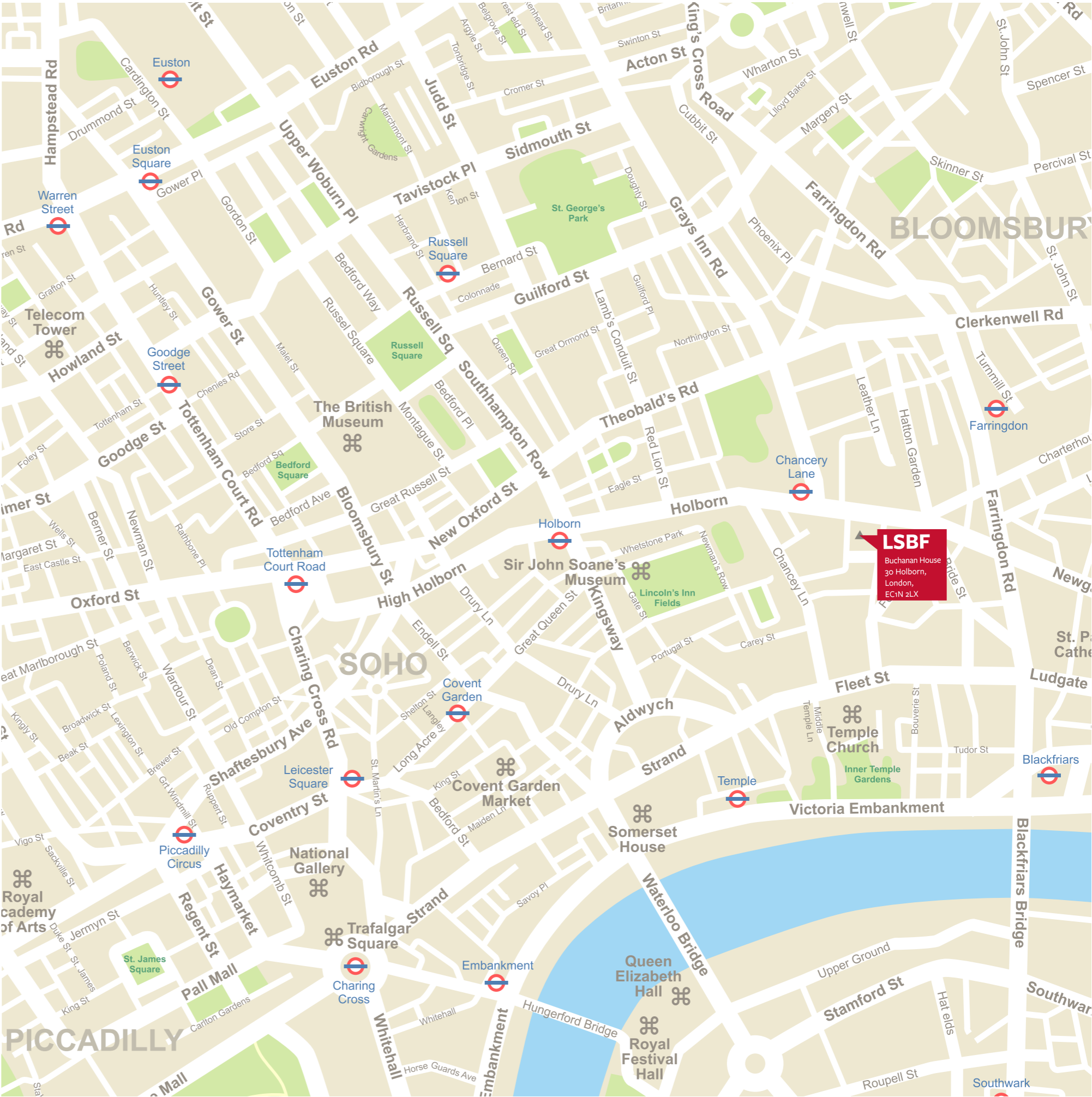
■ **National Rail**

Closest National Rail Station: Farringdon Station.

Walking distance to campus: Seven minutes. Alternatively, you can take the 46 bus (stops: C, B located on Grays Inn Road, towards Farringdon).

Key

-  Tube Stations
-  Major Tourist Attractions





#### **Call our Programme Advisors**

We'll help you find the right programme for your needs.

**Call us now on +44 (0)20 3435 4644**

#### **Visit us online**

[www.LSBF.org.uk/Executive](http://www.LSBF.org.uk/Executive)

London  
School of Business  
& Finance

EXECUTIVE EDUCATION



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The information contained within this brochure is accurate at the time of publishing (August 2018)  
but may change without notice.