

€ TRAINING

Business Administration



2 - 6 June 2025
Casablanca (Morocco)



Business Administration

REF: K2780 DATE: 2 - 6 June 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

Introduction:

This training program is designed to provide participants with essential knowledge and practical skills required to excel in today's dynamic business environment. It covers a wide range of topics including leadership, strategic management, financial acumen, and operational efficiency.

Program Objectives:

By the end of this program, participants will be able to:

- Develop a clear understanding of core business administration functions.
- Enhance leadership and decision-making skills within a business context.
- Introduce modern tools and techniques for managing business operations efficiently.
- Gain the ability to apply strategic thinking to real-world business challenges.
- Improve financial literacy and business analytics capabilities.

Targeted Audience:

- Aspiring and current business managers.
- Entrepreneurs and business owners seeking to improve operational efficiency.
- Professionals aiming to transition into managerial roles.
- Corporate leaders responsible for overseeing business operations and strategy.

Program Outline :

Unit 1:

Business Foundations & Management Principles:

- Defining roles and responsibilities.
- Planning, organizing, leading, and controlling.
- Understanding market forces, competitors, and internal factors.
- Vision, mission, and goal-setting for businesses.

- Successful companies and their management strategies.

Unit 2:

Leadership & Organizational Behavior:

- Exploring different leadership styles and their impact.
- Strategies for fostering high-performing teams.
- Techniques for managing workplace disputes.
- Leading organizations through periods of transformation.

Unit 3:

Financial Management & Business Analytics:

- Understanding balance sheets, income statements, and cash flow.
- Techniques for financial planning and resource allocation.
- Evaluating business projects and investments.
- Using business analytics to drive efficiency.
- Reading and analyzing financial statements.

Unit 4:

Marketing and Sales Strategy:

- Understanding the marketing mix 4Ps.
- How to identify and target your audience.
- Building effective sales strategies and client relationships.
- The impact of online platforms on business growth.
- Developing a marketing plan for a hypothetical business.

Unit 5:

Operations and Process Improvement:

- Supply Chain Management.



- Process Optimization.
- Identifying and mitigating business risks.
- Business Ethics and Corporate Social Responsibility CSR.