



- FINANCE
- ENTREPRENEURSHIP/BUSINESS MANAGEMENT
- LEADERSHIP

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PROGRAMMES

FINANCE & ACCOUNTING PROGRAMMES

4-23

- FAP01 Basic Financial Modelling
- FAP02 Basic Finance for Non-Finance Executives and Managers
- FMP03 Financial Management for Entrepreneurs and Business Managers
- FMP04 Finance and Accounting for Sales and Marketing Executives
- FAP05 Microsoft Excel & Power BI for Professionals

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- MKT01 STRATEGIC MARKETING FOR BREAKTHROUGH PERFORMANCE
- MKT02 SUSTAINABLE MARKETING AND DRIVING BUSINESS PERFORMANCE

FINANCE AND ACCOUNTING PROGRAMMES

- FAP01 Basic Financial Modelling
- FAP02 Basic Finance for Non-Finance Executives and Managers
- FMP03 Financial Management for Entrepreneurs and Business Managers
- FMP04 Finance and Accounting for Sales and Marketing Executives
- FAP05 Microsoft Excel & Power BI for Professionals

BASIC FINANCIAL MODELING (FAP01)

This course covers the area of financial analytics, which is a major determinant of a firm's growth as it provides scientific support in the decision-making of a firm's finances. The course aims at demystifying financial analytics for finance managers, from both the statistical and computing points of view.

DURATION: 3 DAYS

OBJECTIVES:

- To gain mastery of basic and advanced features of Microsoft Excel thereby becoming experts in the field.
- To become more efficient in executing regularly assigned duties.
- Be able to build a P&L statement from a raw data extraction.
- Be able to build a cash flow statement.
- Know how to evaluate the value of a company.
- Be able to construct a valuation model from the beginning.
- Know how to create a model using multiple scenarios.
- Know how to create professional and attractive advanced charts.

LEARNING OUTCOMES

These include:

- Tools and tips to make the trainees more efficient in the mastery of Microsoft excel.
- Teaching the basics of problem-solving
- Teaching the basics of data sourcing, management, cleaning and processing.
- Been able to easily analyze and interrogate large datasets.
- Been able to appropriately label and reference the specified datasets throughout the model.
- Learning methods of aggregating and synthesizing selected data using formulas and pivot tables.
- Developing an actual unique model based on the issue tree, analysis plan and actual data-centered-analytics.
- Actual scenarios to facilitate learning of various approaches to handling uncertainties and sensitivities.
- Linkage of all areas covered which will result in the creation of well-packed, robust, organized, and coherent visual outputs that are adaptable to all business and leadership conditions.

COURSE CONTENT

- Introduction: Financial Modelling, Financial Planning and DCF Valuation
- Creating the Financial Model Template from scratch
- Model Inputs and Financial Plans
- Model Scenarios
- Model Revenue Schedule
- Model Cost of Sales Schedule
- Model Working Capital Schedule
- Model Depreciation Schedule
- Model Debt Schedule
- Model Equity Schedule
- Model Tax Schedule
- Model Income Statement
- Model Balance Sheet
- Model Cashflow Statement
- Model DCF Valuation
- Model Financial Ratios

BASIC FINANCE FOR NON-FINANCE EXECUTIVES AND MANAGERS (FAP02)

OVERVIEW:

While the language of business is finance, accounting serves as the tool for major financial decisions in any enterprise. Despite the significance of these two areas, many non-finance and non-accounting executives find accounting and finance abstract and difficult. This is despite the fact that rudimentary knowledge of both areas (accounting and finance) constitute the basic requirements for the productivity of executives in any enterprise. Also, a basic knowledge of both areas will empower the executives with the knowledge of how a firm functions and the impact of resource utilization and deployment. It is expected that the course will improve the participants' understanding of the drivers of company performance and help them appreciate how to improve it.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

All those who have no accounting or finance background and fall under any of the following categories:

- Unit and departmental heads
- Prospective heads of units or departments
- Team leads
- Entrepreneurs and business managers
- Project managers

OBJECTIVES:

- To introduce participants to the basics and fundamentals of accounting and finance.
- To expose participants to basic terminologies and register of accounting and finance.
- To appreciate the role of accounting information in creating values for stakeholders of a firm.
- To enable participants, appreciate the importance of cashflow management and profitability of a firm.

COURSE CONTENT:

Module 1: Basic accounting and finance principles and practice

Module 2: Cost and pricing structures and management

Module 3: Short term financial planning and control

Module 4: Working capital management

FINANCIAL MANAGEMENT FOR ENTREPRENEURS AND BUSINESS MANAGERS (FAP03)

OVERVIEW:

The main aim of any business is to generate wealth, and this is why accounting and finance are focal in any enterprise. While, accounting is the language of business, finance is the science and art of managing funds in any business. Therefore, it is imperative that entrepreneurs and business managers have a basic understanding of possible financial issues that could affect the performance of business. Consequently, this programme has been designed for entrepreneurs, business managers and leaders who have the responsibility to run a business or a division of a business. The participants in this course will have the responsibility for budgeting, revenue generation, cost management and/or profitability.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Owners and managers of medium enterprises
- Line or divisional managers of revenue centres
- Branch and product managers
- Potential business owners
- Entrepreneurs.

OBJECTIVES:

- To introduce participants to the concept and practice of responsibility accounting.
- To improve the knowledge and skills of participants in budgeting, cashflow planning, profit, and financial planning.
- To expose participants to business cost structures and costing techniques.
- To educate participants on basic financial control techniques.
- To introduce participants to various forms of business financing and partnerships and how to search for these opportunities.

COURSE CONTENT:

Module 1: The Corporate Life Cycle

Module 2: Fundamentals of Accounting Information to Business Management

Module 3: Management Accounting Information and Decision Making: Budgeting for Planning and Control.

Module 4: Working Capital Management

Module 5: Sources of Finance for Business

FINANCE AND ACCOUNTING FOR SALES AND MARKETING EXECUTIVES (FAP04)

OVERVIEW:

It has been observed that there is a very strong connection between “financial and cost management” and “marketing management” when it comes to planning and implementation of corporate strategy as well as the achievement of corporate goals and objectives. The understanding, cooperation, and collaboration between these two business-critical functions are imperative for the achievement of sustainable growth and profitability of any corporate market-driven organisation. However, in reality, the level of knowledge and understanding of financial and accounting principles amongst many marketing executives remains low and inadequate for the attainment of set goals and objectives. This course is therefore designed and aimed at improving the knowledge gaps of marketing executives with regards to finance and accounting principles and their application in marketing management. It is, therefore, highly recommended that sales and marketing executives are nominated and sponsored to attend this value-laden course.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Sales and Marketing Executives
- Sales and Marketing Managers
- Individuals that want to switch to sales and marketing
- Entrepreneurs

OBJECTIVES:

- To improve the knowledge, understanding and appreciation of all sales and marketing executives on the strong connection that exists between finance and accounting, the operations of sales and marketing, as well as the achievements of corporate financial goals and objectives.
- To learn and understand basic financial accounting, costing and ratio analysis in relation to sales and marketing.
- To improve the level of financial discipline and to develop entrepreneurial methods of thinking among sales and marketing executives.

COURSE CONTENT:

MODULE 1: FINANCE AND ACCOUNTING

- Introduction to Corporate Planning: Setting the Goals, Objectives, and Strategy.
- Introduction to Basic Finance and Accounting Principles.
- Introduction to Book-Keeping and Accounting: Basic Books of Account and Records.
- Annual Operating Plan — Financial: Revenue, Balance Sheet and Cashflow Projections.
- Annual Operating Plan: Financing Options and Roles of Sales Revenue.
- Product Costing.
- Pricing and Margin Policy Formulation.
- Managing and Accounting for Damaged and Obsolete Stocks.
- Discounting: Price Discount, Trade Discount and Rebates.

MODULE 2: SALES AND MARKETING

- Setting the Marketing Goals and Objectives
- Sales Projections: Volume and Sales Revenue
- Product Profitability Planning: Costing, Pricing and Margin Policy
- Marketing Strategy: Marketing, Budgeting and Financing
- Distribution and Delivery Strategy: Cost and Profitability Impact
- Product Development: Extension, Modification and Discontinuation
- Market Development: Expansion, Diversification and Export
- Marketing Performance Measurement: KPIs and Ration Analysis

MODULE 3: CONTROL AND PERFORMANCE MEASUREMENT

- Credit Control: Policy Formulation and Implementation
- Customer Accounts and Receivables Management
- Product Profitability Reporting and Analysis
- Regional/Geographical Profitability Reporting and Analysis
- Customer Profitability Reporting and Analysis
- Salesforce Profitability Reporting and Analysis

MICROSOFT EXCEL & POWER BI FOR PROFESSIONALS (FAP05)

OVERVIEW:

Microsoft Excel and Power BI are the world's most widely used business intelligence technologies; therefore, it is essential to have a deeper and practical knowledge of both areas in order to ensure increased efficiency and productivity. In addition, gaining knowledge of Excel and Power BI generally increases the employability of potential job seekers and professionals as both skills are powerful and transferable skills that can be utilized anywhere in the world. This course has been designed to educate participants on how to skillfully analyze given data using built-in functions, formulas, tools, tips, and tricks. Also, the participants will be taught to create visually insightful charts for decision making.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

Specialists in the following areas:

- Data
- Business
- Financial Analyst
- Sales
- Human Resources (H.R)
- Marketing
- Engineering
- Administration
- Production
- Other professionals who use the efficiency tools.

All our course contents are developed and delivered by the highly experienced Excel MVP

COURSE CONTENT:

- Introduction to Spreadsheet and General Excel Tabs
- Quick Access Toolbar
- Collapse and un-collapse ribbon tabs

COURSE CONTENT (Cont.d):

- Fill Handle and flash fill
- Normal view, page layout and page break view
- How to Split spreadsheet
- Freeze Panes, Freeze Top Row, Freeze First Column
- Basic Functions: SUM, AUTOSUM, AVERAGE, MAX, MIN, COUNT
- Move/Copy sheet into a new workbook
- Understanding relative and absolute cell references
- Using formulas in context: Calculating Profit Margin, Subtotal, Discount and Total
- Across sheets calculations
- General Formatting in Excel
- Using Format Painter tool
- Center Across Selection
- Alignment tools, Wrap Text, and Orientation
- Changing theme colors and fonts
- How to clean & transform data using Find and Replace
- Filtering and Sorting: Single and Multiple criteria.
- Advanced Conditional Formatting
- Data visualization using regular charts — Pie, Column, Line, Bar charts

COURSE CONTENT (Cont.d):

- Pros and cons associated with Pie charts
- Working with regular charts
- Sharing charts to MS Word and PowerPoint Creating named ranges using Name Box, Defined Name and Create from Selection
- Data analysis using COUNT, COUNTA, MAXIFS & MINIFS functions
- Understanding how Sparklines works
- Advanced Charting and Forecasting
- Creating and working with Table
- Structured References
- Performing Subtotal
- Logical Functions: IF, AND, OR, Nested IF Statement
- Data analysis using Pivot Table & Charts
- Understanding the pros and cons of Pivot Table
- Working with Pivot Table
- Pivot Table Sorting & Filtering
- Introduction to VLOOKUP
- INDEX/MATCH
- Excel shortcuts

POWER BI

OVERVIEW:

Power BI is a business data analytics program that provides interactive visualizations and business intelligence capabilities with an interface for end users to create reports and dashboards. The program is also equipped with the tools required to import, transform, analyze and visualize data for sound decision making.

In-depth Power BI Course Outline

- Introduction to Power BI - Data Preparation, Cleaning & Transformation
- Creating DAX Measures and dashboard using visualization.

All training workbooks will be delivered in CD as discussed

HUMAN RESOURCES MANAGEMENT & LEADERSHIP PROGRAMMES

- HRM01 HR Analytics and Metrics
- HRM02 Advance Human Resource Management
- HRM03 Transformational Leadership and Team Building
- HRM04 Emotional Intelligence

HUMAN RESOURCES MANAGEMENT PROGRAMMES: HR ANALYTICS AND METRICS (HRM01)

OVERVIEW:

Some of the most common questions that HR personnel constantly ask themselves are largely woven around matters relating to analytics and metrics methodology. Questions like, “how do I predict employee turnover?”, and “when do I make the decision to hire?”. These questions can be answered if we keep key HR metrics and analyze the data to make informed decisions. HR analytics and metrics methodology are integrated process for improving the quality of people-related decisions in order to improve individual and organizational performance. In this course we take a look at important key metrics and the gradual approach to analyzing these data to help predict future organizational HR needs. This course will also prepare participants who are interested in acquiring industry certifications for HRCI certifications.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Experienced individuals who manage human resource activities in diverse fields.
- Working professionals seeking to change career job or industry to human resource related field.
- Individuals who meet the requirements and intend on starting a career in human resource.
- Mid to senior-level executives in any sector.

OBJECTIVES:

- To impart HR professionals with the skills to manage HR analytics and metrics processes.
- To empower trainees with the use of HR analytics and metrics tools.

COURSE CONTENT:

MODULE 1: DEFINITION OF CONCEPTS (ANALYTICS, HR ANALYTICS, HR METRICS)

- Objectives of HR Analytics
- Importance of HR Metrics
- HR metrics to measure
- Count and Frequency
- Largest and smallest values, Averages, Confidence Interval
- Percentiles, quartiles and rank
- Deviation and variance

MODULE 2: EXCEL DATA ANALYSIS TOOLPAK

- Loading the data analysis toolpak

MODULE 3: DESCRIPTIVE STATISTICS

- Business problem 1 solved using rank and percentile
- Business problem 2 solved using descriptive statistics and histogram

MODULE 4: INFERENCE STATISTICS

- Hypothesis testing
- Business problem 3 solved using correlation and covariance
- Business problem 4 solved using paired t-test
- Business problem 5 solved using t-test equal/non-equal variance
- Business problem 6 solved using ANOVA single factor
- Business problem 7 solved using ANOVA two factor with & without replication
- Business problem 8 solved using Z-test

ADVANCE HUMAN RESOURCE MANAGEMENT (HRM02)

OVERVIEW:

In many successful organizations, HR is accountable for achieving tangible quantitative and qualitative results, and this ensures that human capital is a source for ensuring sustainability and healthy competition. Employees play an important role in the success of any organization. Competent and efficient employees are however hard to find and it requires a skilled manager to identify and manage the performance of individuals within a team in accordance with organizational development plan. For many successful organizations, where HR function has moved beyond its traditional role, to occupy a strategic position, the effective management of human resources is considered a distinguishing characteristic. Other characteristics found in these successful organization include value adding and innovative HR practices which are meant for building competencies and developing high commitment.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Individuals who want to kick start a career in human resource management
- Existing and new HR staff
- Individuals/professionals seeking career diversification
- Individuals considering a certification in human resource management

OBJECTIVES:

- To gain insight on the strategic approach towards HR management.
- To understand how HR strategies are formulated and implemented.
- To define problems.
- To specify objectives.
- To develop alternative courses of action.
- To have the ability to determine the best alternative in an uncertain environment.
- To have the ability to organize people in the implementation of the chosen alternative.
- To be able to measure and control performance.

COURSE CONTENT:

MODULE 1

- Introduction to Human Resources Management
- HRM processes
- HR Administration Organizational structures
- HR and change management

MODULE 2

- Recruitment, techniques and selection
- Labour demand forecast
- Employee communication
- Compensation and benefits
- Establishing salary structure
- Staff engagement and team-building

MODULE 3

- HRM and HSE
- Training and development
- Performance management

TRANSFORMATIONAL LEADERSHIP AND TEAM BUILDING (HRM03)

OVERVIEW:

Transformational leaders have a tremendous impact on the organizations and people they lead, as they have the ability to empower teams to grow and work together, envision the future, embrace change, and maximize performance. This course will help participants to develop authentic leadership qualities that motivate and drive others to reach their full potential, and to become the future transformational leaders.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Managers
- Directors
- Executives
- Others who are responsible for leading teams, overseeing projects, and developing new leaders.

OBJECTIVES:

- To bring about valuable and positive change among subordinates and employees.
- To increase engagement, motivation, and morale among team members.
- To enhance the performance of individuals and the team.
- To provide an authentic role model that inspires followership.
- To develop others into leaders.

COURSE CONTENT:

DEFINING TRANSFORMATIONAL LEADERSHIP

- Comparing Leadership Styles
- Developing the Attitudes and Beliefs of a Transformational Leader

BEING AN AUTHENTIC LEADER

- Knowing Who You Are
- Fostering Authenticity and Credibility
- Demonstrating Leadership Practice
- Following the Five Practices of Exemplary Leadership
- Modeling the Way
- Inspiring a Shared Vision
- Challenging the Process
- Enabling Others to Act
- Encouraging the Heart

BUILDING ENGAGEMENT AND MOTIVATION

- Understanding the Drivers of Employee Engagement
- Motivating Like a Transformational Leader

COURSE CONTENT (Cont.d):

OPTIMIZING PERFORMANCE

- Coaching for Performance
- Supporting Performance through Partnership
- Unlocking Potential
- Developing and Transforming Careers

MENTORING LEADERS

- Growing Leaders
- Putting Relationships First
- Focusing on Character
- Capitalizing on Strengths
- Showing Optimism and not Skepticism
- Seeking Passion and Success

COMMITTING TO TRANSFORMATIONAL LEADERSHIP

EMOTIONAL INTELLIGENCE (HRM04)

OVERVIEW:

The focus of this course is on the fundamental skills necessary to achieve personal success and pursue self-improvement. The course guide individuals towards becoming aware of their inner resources, in order to fully maximize their potentials and to specifically transfer the set skills into their individual work environment.

DURATION: 2 DAYS

OBJECTIVES:

- To improve Emotional Intelligence in the following areas: self-awareness, social skills, social awareness, self- motivation, and self-regulation.
- To ensure the better management of reference relations.
- To educate the participants in the management of areas of human resources such as leadership and coaching development.
- To educate the participants in time and relationship management, through the development of empathy.

COURSE CONTENT:

MODULE 1: What is Emotional Intelligence?

- Removing the pre-concept of the course “not having practical usefulness”

MODULE 2: The Fundamentals

- Questioning yourself responsibly

MODULE 3: The Components

- Self-awareness
- Self-regulation
- Self-motivation
- Social awareness
- Social skills

MODULE 4: The Effective Management of the Amygdala’s Potential (HiJack Management)

- Emotional awareness
- Personal reflection on emotional “catalysts”
- Emotional capability applications

ENTREPRENEURSHIP/BUSINESS MANAGEMENT PROGRAMMES

- EMB01 Effective Small And Medium Enterprises Management
- EMB02 Starting And Managing Your Business After Retirement

EFFECTIVE SMALL AND MEDIUM ENTERPRISES MANAGEMENT (EMB01)

OVERVIEW:

A lot of businesses start as small and medium, and then grow to become medium and large, respectively. Small businesses face a lot of challenges that prevent them from taking advantage of environmental opportunities to scale and grow. Little wonder, virtually four out of every five new businesses die within the first five years of existence. This course has been designed to educate participants on means of ensuring that their small and medium businesses not only survive but grow sustainably. The course will introduce and enlighten participants on the issues faced by small businesses and how to overcome these issues. At the end of the course, participants would have learnt the techniques of effectively managing their businesses for liquidity, profitability, and sustainability.

DURATION: 3 DAYS

WHO SHOULD ATTEND:

- Owners of small and medium enterprises
- Managers and decision makers of small and medium firms/enterprises
- Prospective owners of small and medium enterprises

OBJECTIVES:

- To understand factors that influence business growth and sustainability.
- To learn the tips and techniques of improved customer relationships, marketing strategies and sales.
- To broaden participants' knowledge on how to manage employees for retention and higher productivity.
- To gain mastery of effective business planning.
- To proffer solutions to present pressing problems in individual businesses.

COURSE CONTENT:

BUSINESS PSYCHOLOGY AND FORMATION

- The objectives of the firm
- Understanding business formation
- Important rules and regulations for starting and running a business in Nigeria
- Business opportunities and drivers of success in business
- Why small businesses fail

UNDERSTANDING OPERATIONAL AND BUSINESS PLANNING

- Business cover story/the end in mind
- Basics of budgeting and operational planning
- A view of the medium term/ business planning
- Cash planning and management.

COURSE CONTENT (Cont.d):

MANAGING ASSETS AND LIABILITIES FOR BUSINESS GROWTH

- What is the level of your financial literacy?
- Understanding assets and liabilities — cash, inventories, receivables, payables, etc.
- Understanding financial information
- Managing banking relationship
- Sources of finance for businesses in Nigeria.

MANAGING HUMAN AND LIFE ASSETS/RESOURCES

- Human resources principle and philosophy
- Strategies for recruiting topnotch employees
- Human resource policy
- Performance and career management techniques
- Compensation structure

COURSE CONTENT (Cont.d):

MARKETING AND SALES MANAGEMENT

- Differentiating and collaborating sales and marketing
- What is your product?
- Which industry do you belong?
- Who is your customer?
- Sales strategies
- Marketing strategies
- Business Ethics.

PERSONAL EFFECTIVENESS AND LIFE MANAGEMENT TECHNIQUES

- Sources of success and happiness
- Keys to effectiveness
- Time management matrix
- Self-development techniques.

COURSE CONTENT (Cont.d):

BUSINESS CLINIC AND COUNSELLING SESSIONS

- Daily allocation of one hour sessions for participants who signify interest in individual counselling sessions upon registration.

STARTING AND MANAGING YOUR BUSINESS AFTER RETIREMENT (EBM02)

OVERVIEW:

This is a course that is designed to train prospective retirees on how to prepare for their retirement as well long-term plans to mitigate likely economic issues that might arise upon retirement from active service.

DURATION: 3 DAYS

OBJECTIVES:

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

- develop a framework for entrepreneurial mentality.
- actualize the framework by developing action plans.
- effectively disengage from paid employment.
- prepare for life in establishing a business.
- enhance the skills set to start and manage a business.
- become equipped with basic information and skills.
- identify investment opportunities that have minimal risk.
- develop fundamental skills.
- self-manage their lives from economic anxiety and stress.

COURSE CONTENT:

THE WORLD OF BUSINESS

- Understanding the establishment and running a business – the mindset of an entrepreneur.
- Is running a business good for me?
- Business opportunities and environment in Nigeria
- Forms of business formation and business registration
- Legal consideration for small businesses in Nigeria.

BUSINESS CONCEPT DEVELOPMENT AND PLANNING

- Generating business ideas
- Formulating ingredients for business plan.

COURSE CONTENT (Cont.d):

FINANCE FOR ENTREPRENEURS

- Objectives of the firm
- Concepts of liquidity and profitability
- Financial records and accounting principles
- Cashflow management
- Sources of business finance
- Banking relationship and management.

SALES, MARKETING AND BRANDS

- Effective negotiation
- Selling skills development
- Proposal writing and effective presentation
- Basic brand management.

COURSE CONTENT (Cont.d):

TECHNOLOGY AND INNOVATION FOR BUSINESS

- Use of modern business equipment
- Use of internet, apps, and gadgets.

BASIC HUMAN RESOURCE MANAGEMENT

- Identification and selection of employees
- Defining employee roles and duties
- Remunerations, benefits, tax, and insurance.

BUSINESS ETHICS AND ETIQUETTE

- Customer service
- Product and service presentation
- Public communication.

COURSE CONTENT (Cont.d):

MANAGING SELF

- Time management
- Execution strategies and dealing with procrastination
- Managing and dealing with health issues.

INVESTMENT OPTIONS AND OPPORTUNITIES FOR RETIREES

MARKETING PROGRAMMES

MKT01 Strategic Marketing for Breakthrough Performance

MKT02 Sustainable Marketing and Driving Business Performance

STRATEGIC MARKETING FOR BREAKTHROUGH PERFORMANCE (MKT01)

DURATION: 2 DAYS

COURSE CONTENT:

STRATEGIC MARKETING AND MANAGEMENT

- Strategic Management - Understanding the Basics
- AVUCA World - Business Operating Environment
- Marketing Strategy – The 5Ws and H
- Strategic Customer Concepts
- Environmental Scanning – Key Analytical Tools (PESTEL, SWOT and Five Porters Forces Model)

COURSE CONTENT (Cont.d):

CREATING VALUE FOR TARGET MARKETS – STP MODEL

- Defining Target Markets – Consideration and Strategies
- Basis of Segmenting Consumer and International Markets
- What makes a good segmentation – MAADS Criteria
- Importance and Challenges of Segmenting Markets

GAINING COMPETITIVE ADVANTAGE IN BUSINESS

- Sources of Competitive Advantages
- Market Positioning Types (Leader, Challenger, Follower & Niche)
- Developing Positioning Statements
- Differentiations
- Forms and Strategies

COURSE CONTENT (Cont.d):

BUSINESS GROWTH AND PERFORMANCE PERSPECTIVES OF BUSINESS PERFORMANCE

- Ansoff Matrix for Growth Strategies
- Key Business Drivers and Growth Strategies
- Customer Relationship Management (Philosophy and Best Practices)
- Integrated Marketing Communications.

SALES, MARKETING AND BRANDS

- Effective negotiation
- Selling skills development
- Proposal writing and effective presentation
- Basic brand management.

SUSTAINABLE MARKETING AND DRIVING BUSINESS PERFORMANCE (MKT02)

DURATION: 2 DAYS

COURSE CONTENT:

STRATEGIC MARKETING AND MANAGEMENT

- Marketing Concepts- A comparison
- Pillars of sustainable marketing
- Consumerism and environmentalism
- Social critics of marketing
- Marketing ethics and malpractices

COURSE CONTENT (Cont.d):

CUSTOMER ORIENTED MARKETING/PHILOSOPHY

- Market Place- A new orientation
- Customer centrisism
- Customer relationship management- The phases and strategic focus
- Customer relationship management- The philosophy and best practices
- Challenges of CRM

MARKETING STRATEGY/PLAN

- The Planning objectives and types
- Planning Levels
- Marketing strategy process and framework (create, communicate, deliver, and capture value)
- The Marketing plan content

COURSE CONTENT (Cont.d):

DRIVING CORPORATE PERFORMANCE

- Perspectives of business performance
- Performance indicators and enablers
- Key business drivers
- Sustainable growth strategies
- Notable sustainable brands- what they are doing right

FACULTY

Alhaji Jumat Babatunde Alli-Oluwafuyi, FCA

Qualifications: HND Accounting

Professional Work Experience:

Executive Director, Finance, Pan Nigeria Limited (Peugeot Automobiles, Kaduna)

Managing Partner, Alli-Oluwafuyi, Ibisomi, Onibon & Co. (Chartered Accountants) (Professional Accountancy Practice)

Finance Director, Glaxowellcome Nigeria Limited (Pharmaceuticals)

Finance Director, Evans Medical Nigeria Plc (Pharmaceuticals)

Commercial Manager, Group Textiles Division, UAC Of Nigeria Plc

Divisional Commercial Director, GBO/MDS Division, UAC Of Nigeria Plc

Some Achievements:

Prize Winner in English Literature and Yoruba Oratory – 1976

Prize Winner in ICAN Professional 1 Examination – May 1983

Good Service Award – UAC of Nigeria Plc, 1990

Speaker, ICAN ATS induction programme, Amuwo Odofin

Academic & professional Interests:

Finance & Accounting, Strategy and Leadership.

Dr. Ahmed Tunde Popoola, FCA

Qualifications: B.Sc.(Econ.), M.Sc.(Econ.), MBF, PhD

Alumnus: Ife, Lagos, WITS, LBS, Harvard KSG & Bus, School, Wharton Business School, IMD, Kellogg.

Professional Work Experience:

Public Sector, Private Sector. Rose to GM/CF0 in the banking industry.

Managing Director/CEO, Abuja Enterprise Agency (AEA)

Present Job: GMD/CEO, CRC Credit Bureau Ltd since 2008.

Extra Curricula:

Former Chairman, Lagos & District Society of ICAN.

Faculty Member, BSNN.

Chair and board member of some companies.

Founder, TOME B Foundation & Savannah Business School

Academic & professional Interests:

Economics, Accounting, Finance, Risk Management, Entrepreneurship & Business Development, Leadership, Sustainability

Bamidele Adelaja, FCA

Qualifications: BSc Accounting, FCA

Alumnus:

OAU (Ife)

Wharton Business School, UPenn.

Lagos Business School (LBS).

Professional Work Experience:

CFO, NAHCO

Accountant, Ensminger Beck & Thompson (Chartered Accountants) in Alberta, Canada

Senior Consultant, Bamidele Adelaja & Co

Senior Manager, Gulf Bank (now UBA)

Head, Fin & Admin, Premium Sec Ltd (now FBN Capital)

Training Manager, KPMG Lagos

Academic & professional Interests:

Finance & Accounting, Banking Operation

Shina Alabede - BSc, MBA, MNIM MNIMN, MICA

Qualifications: B.Sc. Agricultural Economics
MBA, Financial Management.

Professional Membership - Nigeria Institute of Management(NIM)
National Institute of Marketing of Nigeria(NIMN)
Institute of Credit Administration. (ICA)

Professional Work Experience:

Over 2 decades of commercial and Corporate banking experience - spanning 4 different banks with AGM as last grade.

2 years at Executive Management (GM) level in Aviation sector.

About 2 decades on Training / Human Capacity development in financial sector services and Blue chip companies.

6 years on Consulting in Business Development Services.

Associate/ External Consultant to Financial Institution Training Centre (FITC) in Nigeria and Certified Training Professional (CTP) with Malaysia based Financial Accreditation Agency (FAA)

Academic & professional Interests:

Marketing, Leadership

Ayodeji Folarin

Professional Work Experience:

Over twenty years in professional services, software development, business/system analysis, dashboard reporting, Data warehousing, IT solution services, IT training delivery and Project Management.

He has worked variously at Dangote Group (as Application Developer, Lead Facilitator in various IT Trainings), Lagos Building Investment Company -LBIC PLC (as Project Management Consultant), Green Unct Consulting (as Principal IT Consultant), Jireh Computer Solutions (as Managing Partner), Lakeshore Integrated Services (as Principal Consultant), Dangote Academy (as Training Partner).

Qualifications:

Microsoft certified Professional with several professional certifications like MCP, MCITP, MCPD, MCTS

ITIL Certified

Oracle Certified

Academic & professional Interests:

Business Intelligence (BI), Financial Modelling

Abiola David, MVP

Professional Work Experience

A Microsoft Excel, Power BI and SQL Server Trainer, Speaker, Blogger and Author from around the world.

He has published two books on Excel: Microsoft Excel for Professionals and Microsoft Excel Advanced Masterclass for Professionals.

He is the Founder of Excel Jet Consult, a leading data analytics outfit based in Lagos Nigeria.

He has trained professionals from many organizations in Nigeria including Senior Staffs at Federal Ministry of Petroleum Resources, Rose of Sharon Foundation, Access Bank to mention few.

His love for Excel and desire to upscale the Excel knowledge of Nigerians, made him to partner with NGOs to deliver free Excel and Power BI training for students at different Federal Universities in Nigeria pro bono. An avid blogger, he regularly shares his wide technical expertise on his website which attract thousands of visitors. He is an active contributor in the Microsoft Forum and regularly share technical videos on YouTube

Academic & professional Interests:

Business Intelligence (BI), Financial Modelling

Niyi Yusuf

Qualifications: BSc Computer Science and Economics, Diploma in Business Administration

Alumnus:

OAU (Ife)

University of Wales, Cardiff.

Professional Work Experience:

Managing Partner, Verraki Africa

Country Managing Director, Accenture Nigeria

Semi Senior, Arthur Andersen

Extra Curricula:

Member, Governing Council of Corona Schools Trust Council

Fellow, African Leadership Initiative West Africa (ALIWA)

Chairman, Nigerian Economic Summit Group

Member, Aspen Global Leadership Network

Academic & professional Interests:

Strategy & Innovation, Information & Technology Management, Leadership, Corporate Governance.

Shakirat Babatunde Adepeju, FCA

Qualifications: BSc Accounting, MSc. Accounting, Ph. D Accounting, MBA

Alumnus:

University of Lagos (Akoka)

Havard Business School, Boston

Professional Work Experience:

Managing Director, Lekki Concession Company Limited

Director of Accounts & Finance, Lagos State Government

University Lecturer, University of Lagos Business School

AG. Regional Manager, Universal Trust Bank Plc

Extra Curricula:

Fellow, Nigeria Institute of Management

Member, ICAN Governing Council

Founder, Entrepreneurship centre, ICAN Ikeja and Districts Society

Academic & professional Interests:

Financial Management, Public Sector Accounting

Ibrahim Ibisomi, FCA, CD(SA)

Qualifications: BSc Accounting, FCA

Alumnus:

OAU (Ife)

University of Lagos (Akoka)

Lagos Business School (LBS)

University of South Africa

University of Cape Town

Professional Work Experience:

Executive Director, African Reinsurance Corporation

Supervising Accountant, Texaco Nigeria Plc

Executive Director, Proace Consulting Limited

Manager, Planning & Control, Credite Bank Nigeria Limited

Audit Experienced Senior, Arthur Andersen

Academic & professional Interests:

Finance Management, Strategy & Innovation, Business Ethics & Corporate Governance

Mumini Alao

Qualifications: B Sc Mass Communication, MSc Mass Communication, PhD Mass Communication

Alumnus:

University of Lagos (Akoka)

Professional Work Experience:

Group Managing Director, Complete Communications Limited (CCL)

Managing Editor, Sports Souvenir and Complete Sports Newspaper

Some Achievements:

Nigerian Media Merit Award (NMMA) - 1996

Diamond Award for Media Excellence (DAME) - 1996

Academic & professional Interests:

Business Management, Corporate Communications, Leadership

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