



# International Institute for Executive Training

## Certified Mini-MBA Program:

## Strategic Operations Business Executive (SOBE)<sup>™</sup>

**Independently Assessed and Endorsed by NASBA, the official board that regulates accounting and financial education in the United States of America.**



## Program Overview

The Mini-MBA Strategic Operations Business Executive (SOBE) is designed to equip budding and senior executives with the knowledge, relationships, and tools necessary to drive results at the highest levels of global business. This course is equivalent to an MBA-level course being taught at American Universities by our faculty modified to provide participants with the most up-to date, comprehensive, and practical tools to successfully navigate the diverse challenges facing top executives in today's dynamic global marketplace.

Participants in the International Institute for Executive Training (IET) Mini-MBA Strategic Operations Business Executive (SOBE) Program immerse themselves in a curriculum that examines and explores general management concepts in all major functional areas while learning the latest insights on management strategy and will gain a thorough grounding on the recent developments in business management and leadership. While pursuing studies with peer executives from around the world, participants are inspired by the diverse cultures and new friendships.



The International Institute for Executive Training (IET) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

## Benefits of a CPE Registered Course

- Endorsed by NASBA, the official board that regulates accounting and financial education in the **United States of America**.
- Our courses have been independently assessed to ensure a **consistent and high quality** service.
- This provides proof that we comply with **industry best practices** and made a commitment to the **delivery of high quality continuing professional education**
- Being a registered NASBA sponsor demonstrates that our presenters and program developers have **vast technical knowledge and experience**.
- **Earn 42 Continuing Professional Education (CPE) units.**

## Key Takeaways



1. Learn how to develop and improve your firm's competitive advantage.



2. Improve your ability to integrate key functional areas into a unified strategic plan.



3. Enhance your understanding of the impact of changes in the external environments on executive decisions.



4. Learn the importance of changes in economic, technological, gov't, political and social forces on the formulation of a firm's strategy.



5. Develop your skills in identifying key business issues and problems.



6. Sharpen your ability to make quality, reasoned business decisions.

## Delegates must meet the following criteria to be eligible for certificate of completion:

1. **Attendance** – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit for the Strategic Operations Business Executive (SOBE)™ Examination.
2. **Successful completion of the course work and exam** – Upon completion of this training course you will **receive your certificate from iIET**, an internationally accredited learning center recognized by Qualifi Ltd., a UK govt recognized awarding organization.

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## Why People Choose to learn with the iIET...

Our unique approach brings together...

- Internationally accredited learning center
- latest case studies from the worlds top companies
- most cutting-edge multimedia available



Our course content is designed to fit every learning style and support the non-English speaking audience.

## Who Should Attend This Program

This program is designed for senior business leaders, executives, and managers, as well as for entrepreneurs and other individuals interested in learning and applying the key components of strategic business management:

- senior business leader
- executives
- managers
- entrepreneurs
- and other individuals interested in learning and applying the key components of strategic business management.

**\*Successful completion of the course makes you a Certified Strategic Operations Business Executive. You can use the designation of SOBE™ on your resume and business card.**

## CPE Course Requirements

Program Level	Advanced	
Pre-requisites	3-years work experience and/or associate's degree	
<b>Advance Preparation is not required for successful completion of this course.</b>		
Delivery Method	Group-Live	
CPE Units	<b>42 Units</b>	
Field of Study	Management Advanced Services	18.0
	Production	8.0
	Business Mgmnt and Org	8.0
	Personnel/HR	4.0
	Personal Development	4.0
	Behavioral Ethics	2.0

## -Topics That Will Be Covered-

### What is strategy?

- A simple definition of strategy
- The competitive theory of strategy design
- The value innovation theory of strategy design
- External and Internal Analysis of core competencies (SWOT)
- PEST Analysis
- Case Study: **Starbucks**

### Building and sustaining a competitive advantage

- Assessing the value of your chosen market space
- Michael Porter's 5 Forces
- The sources of competitive advantage
- The key questions to ask in order to assess competitive advantage
- Blue ocean versus red ocean strategy
- Case Study: **Rolls Royce**

### Project Management Overview

- Definition of a project
- Why project management
- Project life cycle
- Key knowledge areas of project management
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### Managing Project Finance

- Project selection approaches
- Decision methodologies (decision trees, NPV, IRR)
- Project evaluation techniques
- Estimation (costs, schedule and requirements)
- Project financing
- Case Study: **Syngenta**

### Stakeholder Analysis and Management

- Identifying and prioritizing stakeholders into grid
- Stakeholder Engagement
- Communication planning
- Negotiation tactics
- Influencing the right stakeholders
- Case Study: **Communication Planning at Kelloggs**

### Corporate Social Responsibility

- Competitive Advantage through CSR
- Mission and Vision Statement Analysis
- Business Ethics

### Effective Change management for executives

- Designing effective change programs/plans
- Creating an adaptive corporate environment
- Reasons why people resist change
- Kurt Lewin's Model of change management: The 3 stages of change
- John Kotter's 8 Step Change Model

### Understanding the balanced scorecard

- What are the key components of the balanced scorecard?
- Key performance indicators and targets Initiative design
- Cascading the balanced scorecard
- Strategy maps
- The key elements of the strategy map
- Building a strategy map

## -Topics That Will Be Covered-

### Strategy Implementation

- The five key steps to effective strategy implementation
- Why strategies fail

### Lean Methods and Strategy

- Process Walk/ Treasure Hunt
- 5S
- Visual Controls
- Standard Work
- Kaizen
- A3
- Value Stream Mapping
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### Monitoring and Measuring productivity

- Lean metrics
- The 7 wastes
- Lead time
- Takt time and cycle time
- Quality management

### Human Resource Management and Competitive Advantage

- Employer Branding
- Employee Engagement
- Behavior Modification
- Work-life Balance
- Case Study: **Ikea**

### Leadership

- Emotional Intelligence
- Leadership Styles and Traits
- Hershey-Blanchard Situational Leadership
- Group Activity: Emotional Intelligence
- Group Activity: Johari Window Self-Awareness Activity

**This course will provide in-depth perspectives  
from the following companies...**

