



an eegis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

SME Business management

إدارة الأعمال الصغيرة والمتوسطة

13 – 17 June 2021

Dubai / UAE



ProjacsAcademy.com



Introduction

The overall aim of this course is to equip owner/managers with the necessary management skills, tools and techniques to advance their own personal performance as managers and to more reliably inform and guide the development of their small/medium sized enterprise.

This course is a detailed introduction to the planning and operation of the SME business, covering critical business planning strategies for both the manager-employee as well as the budding entrepreneur. Topics include: how to write a business plan, launch a new venture, identify market opportunities, create a marketing plan, and finance a business.

Course Learning Outcomes

- The participants will gain a practical grounding in the skills vital to SME Management.
- Learn according to a methodology which pays special attention to problem-based learning techniques.
- Enjoy case studies and practical examples that facilitate engagement by all participants.
- Learn best practices from experienced professionals.
- Develop a unique strategic plan you will be able to implement in the workplace.

Course Outlines

DAY 1

Introduction

- SME Business Challenges
- SME Business Opportunities
- Competency requirement for entrepreneurs

Establish networks

- Develop and maintain business networks
- Establish and maintain business relationships

- Promote the relationship

DAY 2

Establish legal and risk management requirements of business

- Identify and implement business legal documents
- Comply with legislation codes and regulatory requirements
- Negotiate and arrange contracts

Coordinate implementation of customer services strategies

- Advise on customer service needs
- Support implementation of customer service strategies
- Evaluate and report on customer service

Address customer needs

- Assist customers to articulate needs
- Satisfy customers' complex needs
- Manage networks to ensure customer needs are addressed

DAY 3

Plan S/M business finance

- Identify costs, calculate prices and prepare profit statement
- Develop a financial plan
- Acquire finance

Report on financial activity

- Compile financial information and data
- Prepare statutory requirement reports
- Provide financial business recommendations

DAY 4

Market the S/M business

- Develop marketing strategies
- Determine a marketing mix for the business
- Implement marketing strategies
- Monitor and improve marketing performance

Undertake S/M business planning

- Identify elements of the business plan
- Develop a business plan
- Develop strategies for minimizing risks

Day 5

Undertake project work

- Define project
- Develop project plan
- Administer and monitor project
- Finalize project
- Review project

Monitor and manage S/M business operations

- Develop operational strategies and procedures.
- Implement operational strategies and procedures.
- Monitor business performance.
- Review business operations.

Who Should Attend?

- The course is ideal for owner/managers of SMEs or those setting up a new enterprise who need practical management skills

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- Technical Session 08.30-10.00 am
- Coffee Break 10.00-10.15 am
- Technical Session 10.15-12.15 noon
- Coffee Break 12.15-12.45 pm
- Technical Session 12.45-02.30 pm
- Course Ends 02.30 pm
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Course Fees*

- **2,950USD**
**VAT is Excluded If Applicable*

مقدمة

الهدف العام من هذه الدورة هو تزويد المالك / المدراء بالمهارات والأدوات والتقنيات الإدارية اللازمة للنهوض بأدائهم الشخصي كمديرين وتوجيههم لتنمية مؤسساتهم الصغيرة والمتوسطة الحجم بشكل أكثر موثوقية. هذه الدورة عبارة عن مقدمة مفصلة لتخطيط وتشغيل الشركات الصغيرة والمتوسطة ، والتي تغطي استراتيجيات تخطيط الأعمال الهامة لكل من المدير والموظف الناشئ. تشمل الموضوعات ما يلي: كيفية كتابة خطة عمل وطلاق مشروع جديد وتحديد فرص السوق وإنشاء خطة تسويق وتمويل نشاط تجاري.

أهداف البرنامج

في نهاية هذه الدورة المتدربين سوف يتمكن المتدربون من:

- سوف يكتسب المشاركون أسسًا عملية في المهارات الحيوية لإدارة المشاريع الصغيرة والمتوسطة
- التعلم سوف يوكن وفقا لمنهجية تولي اهتماماً خاصاً لتقنيات التعلم القائمة على حل المشكلات
- دراسات الحالة والأمثلة العملية التي تسهل مشاركة جميع المشاركين
- تعلم أفضل الممارسات من المهنيين ذوي الخبرة
- القيام بتطوير خطة استراتيجية فريدة يمكن تنفيذها في مكان العمل.