

BUSINESS MANAGEMENT COURSE BROCHURE

1. Certificate in Business Tech and Strategic Marketing

This three-day intensive course is designed to bridge the gap between emerging business technologies and high-level marketing strategy. It focuses on turning data and tech tools into a sustainable competitive advantage.

Duration: 3 Days

Target Audience: Marketing Managers, Business Owners, and Tech-Focused Professionals.

Learning Outcomes

- Develop **data-driven strategies** that outperform competitors
- Master the integration of **MarTech** into overall business goals.
- Create **customer-centric plans** aligned with organizational scaling.

Day 1: The Tech-Driven Foundation

Goal: Understand how technology is redefining the marketing landscape and internal business operations.

- **Module 1: The Modern Marketing Ecosystem:** Exploring the shift from traditional to "MarTech" (Marketing Technology) stacks.
- **Module 2: The Science of Growth:** Key drivers of marketing performance and evidence-based customer behavior.
- **Module 3: Data as a Strategic Asset:** Introduction to data-driven decision-making and interpreting consumer insights.
- **Module 4: Emerging Tech & AI:** How Artificial Intelligence and automation are currently disrupting market positioning and content creation.
- **Workshop:** Auditing your current tech stack and identifying "tech gaps" in your business model.

Day 2: Developing Competitive Strategy

Goal: Move from tactical execution to high-level strategic planning using proven frameworks.

- **Module 5: Strategic Frameworks:** Applying SWOT, Porter's Five Forces, and the Blue Ocean Strategy to tech-heavy markets.
- **Module 6: Advanced STP in the Digital Age:** Next-level Segmentation, Targeting, and Positioning using digital behavioral data.
- **Module 7: The Digital Customer Journey:** Mapping the path from awareness to advocacy across omnichannel touchpoints.
- **Module 8: Value Proposition Design:** Crafting a compelling digital-first offer that naturally attracts customers.
- **Workshop:** Developing a 12-month strategic roadmap for a sample business or your own company.

Day 3: Implementation, Metrics & ROI

Goal: Ensuring your strategy is executable and measurable for long-term profitability.

- **Module 9: Agile Marketing Management:** Structuring teams and projects for rapid experimentation and growth.
- **Module 10: Campaign Design & Funnel Alignment:** Aligning tech-driven campaigns with specific stages of the marketing funnel.
- **Module 11: Measuring Success (KPIs & ROI):** Using advanced analytics, attribution modeling, and financial performance tracking.
- **Module 12: Future-Proofing & Risk:** Identifying emerging trends and managing the ethical/regulatory risks of new tech.
- **Final Project:** Presentation of a comprehensive "Business Tech & Marketing Plan" with defined outcomes and measures.

2. Certificate in Enterprise Data and Document Management

This three-day course is designed to bridge the gap between **Strategic Data Management** and **Operational Document Control**. It provides a comprehensive framework, theoretical foundation and practical skills required to manage high-volume enterprise information. It aligns with international standards such as **ISO 15489** (Records Management) and **ISO 27001** (Information Security).

Objective: To equip professionals with a unified framework for governing data integrity and controlling the document lifecycle in a digital-first enterprise.

Duration: 3 Days

Target Audience: Document Controllers, Data Analysts, Records Managers, and IT Compliance Officers.

Day 1: Foundations of Information Governance

Focus: Understanding the differences between data and documents and establishing a unified management framework.

- **Module 1: Introduction to the Information Ecosystem**
 - Defining Data vs. Documents vs. Records.
 - The role of the Modern Document Controller and Data Manager.
 - Overview of international standards (ISO 15489 for Records Management).
- **Module 2: Strategic Governance & Ethics**
 - Building a Data Governance Framework: Roles and responsibilities.
 - Information Ethics: Privacy, confidentiality, and data sensitivity.
- **Module 3: Taxonomy and Metadata Design**
 - Developing business classification schemes and file plans.
 - Indexing strategies and naming conventions for rapid retrieval.

Day 2: Operational Lifecycle & Technical Implementation

Focus: Hands-on management of the lifecycle, from creation to secure disposal.

- **Module 4: The Document & Data Lifecycle**
 - Managing creation, review, and approval workflows.
 - Version control and change management techniques.
 - Retention schedules: Legal requirements for archiving and disposal.
- **Module 5: Digital Tools & Automation**
 - Selecting Electronic Document and Records Management Systems (EDRMS).
 - Introduction to AI in document management: Automated tagging and extraction.
- **Module 6: Data Quality & Integrity**
 - The Three Pillars: Data quality, governance, and leadership support.
 - Validation rules and automated data cleaning processes.

Day 3: Security, Compliance, and Business Continuity

Focus: Protecting assets and ensuring the organization is audit-ready.

- **Module 7: Information Security & Access Control**
 - Implementing multi-level access controls and encryption.
 - Mitigating network threats and vulnerabilities to data.
- **Module 8: Audit Preparedness & Compliance**
 - Conducting records audits and gap analysis.
 - Regulatory compliance: Navigating industry-specific laws (e.g., GDPR, HIPAA).
- **Module 9: Business Continuity & Disaster Recovery**
 - Backup strategies: Protecting against hardware failure and data corruption.
 - Contingency planning and incident reporting for information loss.

- **Final Session: Implementation Roadmap**
 - Building a 90-day action plan for your organization.

3. **Certificate in Product Management and Investment Analysis**

This intensive three-day course bridges the gap between creative product design and financial rigor. It ensures that every new product is not just a great idea, but a viable, profitable investment that aligns with organizational strategy.

Course Overview

Duration: 3 Days

Format: Interactive workshops, financial modeling simulations, and case studies.

Target Audience

This course is designed for professionals who manage capital or product lifecycles:

- **Product Managers and Innovation Leads:** Seeking to justify product roadmaps with financial data.
- **Financial Analysts and Investment Officers:** Who need to evaluate the viability of new business ventures or projects.
- **Entrepreneurs and R&D Leads:** Looking to master the "business side" of product creation.
- **Project Schedulers and Cost Estimators:** Tasked with predicting cash flows and ROI for upcoming developments.

Course Objectives

The primary goal is to equip participants with a dual-lens approach to product success:

- **Master the End-to-End Development Process:** From initial "white space" identification to final market launch.
- **Standardize Financial Evaluation:** Apply consistent metrics like **NPV**, **IRR**, and **Payback Period** to product decisions.
- **Integrate Risk Management:** Identify and mitigate market, technical, and financial risks early in the lifecycle.

- **Optimize Product Portfolios:** Learn to prioritize projects based on strategic fit and expected return on investment (ROI).

Learning Outcomes

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

- **Design a Product Innovation Charter (PIC)** that aligns development with corporate strategy [Day 1 Focus].
- **Build a Product Business Case** including detailed cost models, revenue forecasts, and pricing strategies.
- **Perform Sensitivity Analysis** to determine how changes in market variables (like cost or demand) impact project profitability.
- **Communicate Investment Rationale** effectively to stakeholders and investment committees using data-driven insights.

High-Level Course Schedule

Day	Focus Area	Key Modules
Day 1	Strategy & Opportunity	Market Analysis, Competitor Mapping, & Strategic Alignment.
Day 2	Design & Modeling	Concept Screening, Cost Modeling, & Revenue Forecasting.
Day 3	Appraisal & Launch	Investment Metrics (NPV/IRR), Risk Analysis, & Launch Management.

4. Certificate in Business Intelligence and Data Protection

This three-day course is designed to bridge the gap between extracting actionable business insights and maintaining rigorous compliance with global data privacy standards. It is ideal for data analysts, compliance officers, and IT managers.

Course Overview

- **Duration:** 3 Days
- **Format:** Interactive workshops, case studies, and hands-on tool demonstrations.

- **Key Learning Objectives:**

- Master the end-to-end Business Intelligence (BI) lifecycle.
- Interpret and apply global data protection laws like GDPR and local regulations.
- Implement "Privacy by Design" in BI dashboards and reporting.

Day 1: Foundations of BI and Data Governance

The first day focuses on the mechanics of business intelligence and the fundamental principles of protecting the data being analyzed.

- **Morning: Introduction to Business Intelligence**

- **BI Architecture:** Understanding data warehouses, ETL (Extract, Transform, Load) processes, and data lakes.
- **The BI Lifecycle:** From raw data collection to generating strategic insights.

- **Afternoon: Data Protection Fundamentals**

- **Core Concepts:** Defining personal vs. sensitive data and the legal basis for processing.
- **Global Regulations:** Overview of GDPR, CCPA, and regional acts (e.g., Nigeria's NDPR).
- **Workshop:** Identifying data risks in existing organizational data flows.

Day 2: Secure Data Analysis and Visualization

This day moves into the practical application of BI tools while integrating security measures to prevent unauthorized access.

- **Morning: Analytical Techniques & Tools**

- **Descriptive vs. Predictive Analytics:** Using historical data to forecast trends.
- **BI Tool Proficiency:** Introduction to Power BI or Tableau for creating dynamic reports.

- **Afternoon: Privacy-Centric Reporting**
 - **Anonymization & Masking:** Techniques to protect individual identities during large-scale analysis.
 - **Access Control:** Implementing Row-Level Security (RLS) to ensure users only see data relevant to their role.
 - **Lab:** Building a dashboard with built-in data masking.

Day 3: Risk Management, Compliance, and Strategy

The final day focuses on the operational side of data protection—handling breaches and ensuring long-term compliance.

- **Morning: Data Risk & Incident Response**
 - **Data Protection Impact Assessments (DPIAs):** How to assess risks before launching new BI projects.
 - **Breach Management:** Defining a breach and reporting obligations to authorities.
- **Afternoon: Sustaining a Privacy Culture**
 - **Privacy by Design:** Integrating privacy defaults into the entire data lifecycle.
 - **Auditing and Monitoring:** Regular compliance checks for BI systems.
 - **Capstone Case Study:** Resolving a hypothetical scenario involving a data request that conflicts with privacy laws.

5. Certificate in Business Process Design and Re-engineering.

Business Processes are the pivots of any organisation, therefore it is paramount for business managers and process owners to have comprehensive and broad understanding of business process design and re-engineering mostly when taking strategic decisions, creating new business objectives, or when there are changes to operations and business rules. This course deals with realistic concepts, approaches and applications of business processes design and re-Engineering

Learning Objectives

The Certificate in Business Process Design and Re-Engineering will provide delegates with the foundational knowledge of how to design a business process and how to carry out a structured business process re-engineering.

This course is designed based on the foundations of business, business process governance, business process maturity model, risk management and QHSE framework, including ISO5807. The course is taught over two (3) consecutive days, with focus on the foundation of business, business process re-engineering cycle, factors for success and failure of business re-engineering and the benefit of business process design and re-engineering.