Management Development Programme
Four-week professional development course to enhance your leadership impact
Executive and Professional Development Programmes
at London School of Business & Finance

The London School of Business and Finance (LSBF) is a dynamic modern institution located in the heart of London, one of the world’s business capitals. Attracting driven and ambitious candidates from more than 150 countries worldwide and working together with our corporate partners, we develop courses that reflect the needs of the industry and with an international perspective in mind.

We offer a broad portfolio of practical industry-focused development programmes, degrees and qualifications in a distinctively flexible and career-focused manner.

Our Executive and Professional Development Programmes are designed to reflect today’s global business trends and to support you in responding to the challenges at each level of your career progression. Whether you aim to break into a competitive industry, develop your managerial competence, hone your practical skills or aspire to lead your organisation to new heights – we have a course to boost your performance.
“I have been given the necessary confidence to face new challenges in my career”

Simmren Ghatila
Thomas Weisel Group
Executive and Professional Development Programmes at LSBF

We have developed a suite of Executive Education programmes geared towards the most driven, ambitious candidates from around the globe. We work following the newest trends in the corporate world to develop courses that reflect the needs of industry from an international perspective. Our Executive and Professional Development Programmes are designed to reflect today's global business trends and to support you in responding to the challenges at each level of your career progression.

Our Open Programmes

These programmes run several intakes per year and are typically based in our central London campus. At LSBF we have courses for individuals in all areas of their careers. From recent graduates to senior managers. Below we give an indication to assist you to choose the right course/programme:

Postgraduate Certificate Programmes

Highly customisable 12-15 week professional development courses tailored to meet your career aspirations in:

- Finance
- Financial Investments
- Finance and Management
- Management
- Brand Management
- Digital Marketing
- Advertising & Marketing

* Please contact LSBF for further info on new courses

London Summer Schools

One to four weeks programmes focused on global Business and Creative Management in the heart of central London.

Emerging Leaders Programme

Four-week career acceleration course tailored for ambitious recent university graduates.

- Strategy and Decision Making
- Global Business Opportunities
- Marketing & Business Development
- Personal Organisation and Leadership

Management Development Programme

Four-week professional development course to enhance your competitiveness and leadership impact.

- Marketing Planning and Strategy
- Business Strategy
- Effective Management Techniques
- International Business and New Ventures

Leadership Development Programme

A week professional development course focusing on how to successfully lead and manage teams.

Investment Management Programme

Four to six-week professional development course to sharpen your financial decision-making skills.

- Corporate Finance in Practice
- Capital Markets and Investments
- Managerial Finance
- Integrated Risk Management
- Alternative Investments
- Project Finance
- Equity Analysis

International Financial Bootcamp (with Sorbonne Business School)

A week-long programme and unique opportunity to receive a joint award from LSBF and Sorbonne Business School.

Advanced Certificate Programmes

5-Day accelerated programmes for in-depth knowledge and advanced skills development.

- Innovation and Entrepreneurship
- M&A and Private Equity
- Financial Planning and Analysis
- Management Consulting & Project Management
- Strategic Leadership and Change
- Digital Marketing and Social Media
- Strategic Brand Management
- Luxury Brand Management
- Strategic Management In Oil and Gas

Executive Development Week

A series of innovative, fast-paced week-long programmes delivered in central London, for experienced executives.

Professional Development Programme

One-week modular course for personal competency and skills development.

- Working Effectively in Virtual Teams
- Structured Problem Solving
- Professional Presentation Skills
- Writing and Presenting Winning Proposals
- Negotiation Tactics for Win Win Outcomes
Entry level guide for all programmes:

- **Undergraduate Students**
- **University Graduates**
- **Early Career, Managers, MBA Students**
- **Mid-Career, Senior Managers, MBA Graduates**
- **Senior Level, Post-MBA**

### Summer/Winter Business School

- Emerging Leaders Programme
- International Financial Bootcamp (with Sorbonne Business School)

### Postgraduate Certificates

- Management Development Programme
- Investment Management Programme
- Leadership Development Programme

### Advanced Certificates

- Professional Development Programme

### Executive Development Week (Mini-MBA)
Management Development Programme: An Overview

The Management Development Programme (MDP) is a fast paced intensive programme dedicated to the latest techniques and trends in the core areas of management and finance.

It has been developed taking into consideration the new challenges faced in the corporate world, along with the continuous evolution of new media and the fast pace of business. It is a professional development programme aiming to enhance your career opportunities and to develop your skills in order to appeal to major employers.

The MDP has been developed for executives who are early on in their careers, with the potential and aspiration to take on management responsibilities within their chosen field. It is an intense course, which is delivered in the style of an MBA, with case study analysis, individual and group presentations all being used as key learning tools.

The modules within the programme are structured to offer you a good understanding of the newest, and most relevant techniques and approaches in management, marketing, and finance. A combination of these topics will offer you the tools to tackle a wide range of challenges in the world of business.

Key Facts

Duration: 4 weeks
Campus: London
Study mode: Full day, modular
Intakes: February, May and September
Who Is It For?

The MDP is designed for working professionals and recent graduates who want to get a step ahead in their career. The techniques and knowledge gained will allow students to make more informed decisions and gain a strategic business overview.

This is an evolving programme that will immerse you in a pragmatic and stimulating environment by introducing new techniques and approaches on core areas of management. The professional experience of our faculty will guide you through new horizons and effectively combine theory with real life case scenarios. At the end you will leave the programme with valuable practical tools that can be put into practice in your current or future work place.

Inspirational Environment

LSBF Executive Education programmes bring together students from diverse industries and nationalities from around the world to collaborate, network, develop their skills and refine business ideas together. Your peers will bring a wealth of global business insight and cross-cultural perceptions to enrich your classroom experience.
Why Choose the Management Development Programme?

Condensed Study Mode
Our Management Development Programme can be completed within a period of 4 weeks. This intense and high quality programme is designed to grow your knowledge, understanding and skills in the management field over a short period of time allowing you to make the very most of your time away from work and other commitments.

Small Classrooms and Personalised Attention
All MDP courses are taught in classes of less than 30 students. This allows you to maximise direct face-time with our teaching faculty and explore aspects of the curriculum that interest you in class. A dedicated Student Support manager will also support you throughout your studies.

Practical and Relevant
As an LSBF student you will gain an in-depth industry-focused and practice-oriented insight into the subjects you choose to study. You should expect to receive the highest quality of tuition, with an equal emphasis on both academic understanding and tangible skills that you can apply in a workplace environment. All courses are taught with a focus on real-life case studies and examples from the professional practice of our teaching faculty.

Networking and International Exposure
During your programme with LSBF you will study alongside industry professionals from a wide range of different backgrounds and cultures. The Management Development Programme will develop and enhance your interpersonal communication and networking skills, as well as foster a global network of new contacts.

Career Services
As an MDP student you will have access to LSBF’s Career Service department. Our careers team is dedicated to helping you maximise your career potential, enhance your prospects of promotion within your current organisation and increase your marketability to potential future employers.

Accommodation Support
Whether you are from overseas or the UK, we have a dedicated accommodation service to look after you. Once you are fully enrolled, our programme advisors will be in touch to assist you in finding accommodation in London according to your preferences.

Central City Location
Our campus is set in the heart of Central London – where business comes to life. The campus benefits from excellent public transport links, with several tube stations and numerous bus routes nearby servicing all four corners of the city.
Our experienced tutors not only hold first-class academic qualifications, but they also come with considerable professional experience in their field. This experience has been acquired through having worked in the industry for years, and our small, focused classes ensure that all students receive the attention and the expertise that they deserve. Please see examples of our core teaching faculty team profiles:

**The Teaching Faculty**

Sam Soroosh
Dr Sam Soroosh is a consultant and lecture of business subjects for more than fourteen years. He has been involved in various international consultancy projects in both manufacturing and service sectors among them DHL, McGraw Hill, NHS and Pearson. Sam has also been involved in a wide range of professional training programmes, postgraduate courses, seminars, and workshops across the UK, Europe and overseas (Kedge Business School (Bordeaux); Warwick University, Universität Witten (Germany); Meiji University (Japan); Renmin University of China).

Sam holds BSc and MSc degrees in Engineering, MA in Higher Education, and a PhD in Management, and teaches a variety of related subjects in international management. He has published several book chapters and articles in international academic journals and conferences, and professional magazines.

Barry Goode
Barry has sixteen years experience to group director level and an established interim consultant since 2001. Provider of training, consulting and transition support to companies across a range of industry sectors including banking and finance, electronics and telecommunications. Barry’s strengths lie in his pragmatic style and ability to translate business strategy into actionable HR plans. Previous assignments include strategic and HR operations transformation, organisational restructures, TUPE transfers and change management projects. As a Myers Briggs Type Indicator qualified practitioner Barry has also facilitated the transition and development of new teams following business restructure.

José Scheuer
Having lived and worked in four European countries, José has truly international experience. She has an MSc from EAP-ESCP (Paris, Oxford, Berlin) and worked for 10 years for Nivea in Hamburg within Trade Marketing, Brand Management and International Marketing. Her industry experience adds a priceless value to individuals to study with her. Having lectured at the Hanze University in the Netherlands, she also has years of experience with teaching subjects such as Brand Management, Strategic Business Management, Marketing Research and E-Commerce.

Phil Renshaw
Phil has over 15 years’ successful senior business leadership experience including Board appointments. He established himself as an accomplished Change Leader with a reputation for authenticity, a willingness to take decisions and to challenge senior leaders - staying positive in all circumstances. Phil’s primary business background was in finance where he was recognised, in particular, for his ability to cross the divide between those that understand finance and those that can translate it into the wider business & commercial environment, and hence generate value. Phil has lived and worked in London, New York and Sydney... Phil’s passion is facilitating and coaching the development of leaders and their teams to enable positive change. He is also a Visiting Lecturer in both finance and leadership at several universities.
Your courses:

The Management Development Programme is a compilation of 4 courses in management:

- Marketing Planning and Strategy
- Business Strategy
- International Business and New Ventures
- Effective Management Techniques
Business Strategy

As the backbone of any business, strategy gives an organisation direction and outlines its plan for success against competitors. This course examines how to form effective business strategies, and the issues surrounding their implementation. You will be equipped to create high quality business strategies through the latest business insights and the freshest perspectives.

**Key benefits:**
- Recognise the importance of the strategic process within organisations
- Acquire the capability and skills to create and implement effective strategy
- Learn from case studies on some of the leading corporate organisations in business with award winning strategies
- Develop your ability to perform analysis across a range of organisations, industries and problem areas
- Gain the skills to devise and implement a corporate-level strategy within an organisation

Marketing Planning and Strategy

This course provides an introduction to the purpose, processes and methodologies of marketing management at strategic and operational levels. You will explore campaign planning, as well as the strategic, operational and tactical issues that affect its on-going success. You will also learn how to put traditional and digital marketing techniques into practice.

**Key benefits:**
- Gain a comprehensive understanding of the overall function of marketing within a business
- Develop a solid overview of the considerations to be taken into account when developing a marketing plan
- Increase your ability to see longer-term impacts of campaigns on the business as a whole

International Business and New Ventures

This course explores the opportunities and risks that exist in launching a business abroad. You will learn about new markets, new business models, regional taxation, legislation and cross-cultural barriers. Through the use of case studies, you will gain an understanding of the practical issues involved in entering foreign markets, as well as the complexities and challenges of global expansion.

**Key benefits:**
- Gain a deeper understanding on the impact of globalisation and its effects on trading
- Develop the skills to draw up a strategy for expanding business ventures overseas
- Improve your knowledge of how to effectively work with different cultures in global business environments
- Grow your understanding of international negotiation and your confidence in trading on an international stage

Effective Management Techniques

This course is designed to equip learners with the knowledge, skills, and competencies to understand strategic planning and the current thinking on leadership. It covers a number of aspects of management and leadership that assists participants in their learning and develops a competitive advantage for future leaders and managers.

**Key benefits:**
- Strengthen your focus on the aspects of people management and the relationship between staff and leaders
- Gain a modern and forward thinking approach that equips you for managing and leading through some of the challenging and complex situations of the 21st century
Entry Criteria
- An undergraduate degree or equivalent qualification in any study field, or a relevant professional qualification
- A minimum work experience requirement of 3 years after graduation
- Professionals and mature students without a degree may apply subject to LSBF’s discretion or an application interview
- Non-native English speakers should be proficient in English and ideally show evidence by providing an International English language certificate (IELTS, TOEFL, Cambridge, Michigan, etc), or evidence of prior studies and work in English speaking environments

Documents
- Completed application form
- CV/resume in English
- Copy of your passport
- Other documents in support of your application

How to Speak to a Programme Advisor?
To speak to a programme advisor about the best course options for you please emails us at executive@lsbf.org.uk or call 0207 823 2303. Application forms and timetables are downloadable from our website.
executive@LSBF.org.uk.

LSBF.org.uk/Executive