

GENERAL MANAGEMENT CONCEPTS

10, 11 and 17, 18 September 2010



School of Business
Unlimited Future, Unlimited Possibilities
Te Kura Pakihi

AUCKLAND

COURSE OVERVIEW

This four-day course is spread over two weeks requiring only two days out of the office/workplace. The first session of this course is being held Friday and Saturday 10 – 11 September, with the final two days of the course running the consecutive week from 17 – 18 September, 2010.

This course will build on the extensive knowledge of participants and introduces some of the latest concepts and practices in the different general management areas. The four day programme will focus on four General Management concepts including: marketing management, finance for non-financial managers, leadership and strategic thinking. The course will benefit middle to senior managers and business people who want to develop a cross-section of management skills that will complement their existing functional skills. Participants will learn new concepts through participating in group learning activities during the course. This is a great introduction to Executive Education courses.

WHO SHOULD ATTEND

Middle to senior managers who want to develop a cross-section of General Management skills that will complement their existing functional skills.

KEY BENEFITS

This course will:

- Introduce four fundamental General Management concepts
- Discuss the current issues facing industry and evaluate future trends
- Provide an opportunity for all participants to apply these concepts to a number of different cases
- Be delivered by one of the world's leading business schools
- Provide opportunities to further explore these four disciplines and others over time

VENUE

This Executive Education course will be delivered out of The University of Otago's State of the Art Auckland campus on Queen Street. Centrally located in the heart of New Zealand's largest city, the Auckland Centre is the focal point of the University's Auckland presence, providing a resource and information centre for Otago students and business people alike. www.otago.ac.nz/aucklandcentre

University of Otago House
385 Queen St, 1010
Auckland

REGISTRATION

Download the enrolment form or enrol online at www.otagoshortcourses.co.nz For further information contact Executive Education telephone (03) 479 4181 or email execeducation@business.otago.ac.nz

FEES

The total fee is \$4000 (excluding GST) and includes tuition, materials and catering. Personal expenses not included.



www.otago.shortcourses.co.nz

COURSE OUTLINE

(Timetable and Facilitators are subject to change)

DAY
1

DAY
2

DAY
3

DAY
4

FRI 10 SEPTEMBER

- Understanding and using general purpose financial statements
- Evaluating key financial terms and concepts
- Use of various cost concepts in financial decision making
- Measuring and managing performance and capital expenditure

SAT 11 SEPTEMBER

- Key concepts and the role of Marketing Management
- Core Concepts of the Marketing Mix and Interrelationships
- Consumer research and orientation
- Buyer behaviour
- Segmentation, targeting and positioning

FRI 17 SEPTEMBER

- What makes a good leader
- Examining different leadership models and theories
- Leading Teams
- Examine Leadership from the individual's perspective
- Goal setting to maximise performance

SAT 18 SEPTEMBER

- Strategic planning and approaches
- Developing Business Strategies
- Portfolio analysis and competitive strategies
- Implementation of strategy into your organisation
- Examine measurement of success

PROGRAMME PRESENTERS

MR PHIL OSBORNE

B.Bus (Tasmania), MCom (Otago)

Phil currently lectures strategy to senior undergraduate and postgraduate classes in the University's School of Business Department of Marketing. His research is concerned with the implications of changes in traditional understanding of value creation processes.

DR MAREE THYNE

BA (Otago), DipTour (Otago), DipGrad (Otago), PhD (Otago)

Maree teaches in a number of areas within the Department of Marketing. Her main focus is on consumer behaviour and tourism marketing.

DR MALCOLM LEWIS

MA (Well), MPhil (Liv), PhD (Capetown), IEng, FIEIE

Malcolm currently teaches on a variety of Executive Education courses as well as on the Otago MBA. He was previously a Senior Lecturer in Management at Otago's School of Business. His interests are in leadership, entrepreneurship and business ethics.

MR GARRY HEATON

MCom, Dip Ed, CA

Garry is involved with teaching on both the Executive Education and Otago MBA programmes. Garry has previously worked a senior lecturer in the Accountancy and Business Law Department at the University of Otago and has done consultancy work for various organisations.

He has a particular interest in financial reporting and corporate governance in both the commercial and not-for-profit sector.