BLACKBIRD
FOR TRAINING

Integrated Management and Business Administration Program

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Introduction

Modern managers are expected to understand more than their individual area of responsibility. Effective business management requires an integrated view of strategy, leadership, operations, finance, people, marketing, technology, and organizational performance.

The Integrated Management & Business Administration Program is designed to provide participants with this broader perspective. Over five days, the program connects essential management disciplines and demonstrates how they influence one another in achieving organizational objectives.

Through practical frameworks, business analysis techniques, financial tools, leadership concepts, process improvement approaches, and integrated case studies, participants will develop the knowledge required to make better decisions, improve performance, and contribute more effectively to organizational success.

Course Objectives

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

• Develop and align strategic objectives with organizational goals and KPIs.

• Apply modern leadership approaches to manage teams and organizational change.

• Improve business processes, operational efficiency, and resource utilization.

• Understand project management principles, risks, constraints, and performance requirements.

• Interpret financial statements and use financial ratios to assess business

performance.

• Apply budgeting, cost analysis, break-even, ROI, and investment evaluation techniques.

• Align human capital strategies with business objectives and organizational performance.

• Strengthen communication, negotiation, conflict resolution, and employee engagement.

• Understand market positioning, customer value, CRM, and competitive advantage.

• Evaluate the impact of digital transformation and technology on business operations.

• Integrate strategic, financial, operational, HR, and marketing perspectives into effective business decisions.

Day 1: Strategic Management & Executive Leadership

- Fundamentals of strategic alignment and organizational agility
- Conducting internal/external environmental scans SWOT, PESTEL

  Formulating actionable business goals, objectives, and KPIs

- Modern leadership frameworks Adaptive, Transformational, Strategic
- Leading organizations through transformation and change models
- Aligning culture with business strategy to drive execution

Day 2: Operations, Process Excellence & Project Management

- Business Process Mapping, re-engineering, and continuous improvement

  Lean/Six Sigma principles

- Operational resource allocation and capacity management
- Performance measurement and quality control frameworks
- Integrated project life cycle Initiation, Planning, Execution, Closing

- Risk identification, assessment matrix, and mitigation planning
- Balancing the project constraints Time, Scope, Cost, and Quality

Day 3: Financial Management & Managerial Accounting

- Interpreting key financial statements: Income Statement, Balance Sheet, and

Cash Flow

- Key financial ratios Profitability, Liquidity, Efficiency, Leverage
- Assessing business health and financial risk
- Capital budgeting techniques ROI, NPV, Payback Period
- Cost-Volume-Profit analysis and break-even calculations
- Preparing, monitoring, and controlling operational budgets

Day 4: Human Capital, Performance & Organizational Behavior

- Aligning HR strategy with core business objectives
- Talent acquisition, succession planning, and retention strategies
- Managing workforce performance and conducting effective appraisals
- Cross-functional communication, motivation theory, and employee

  engagement

- Conflict resolution, negotiation techniques, and influence skills
- Building resilient, collaborative, and psychological-safe team cultures

Day 5: Marketing and Digital Transformation

- Market positioning, customer value proposition, and competitive advantage
- Integrating digital transformation and technology trends into core operations
- Customer Relationship Management CRM and data-driven decisionmaking
- Comprehensive case study synthesis integrating strategy, finance, HR, and

  operations

Why Attend This Course: Wins & Losses!

Wins

• Strategic clarity: Learn how to translate organizational strategy into actionable

objectives and KPIs.

• Better decision-making: Develop the ability to combine financial, operational,

human, and market information when making decisions.

• Improved efficiency: Identify process inefficiencies and apply continuous improvement principles.

• Financial confidence: Understand financial statements, budgets, costs, profitability, and investment decisions.

• Stronger leadership: Apply modern leadership and change-management approaches.

• Better people management: Improve employee performance, engagement, communication, and conflict management.

• Business integration: Understand how different departments contribute to overall organizational performance.

• Digital readiness: Recognize how technology and digital transformation can support business objectives.

Losses

Without an integrated management perspective, organizations and managers may face:

• Misalignment between strategy and daily operations.

• Poor resource allocation and inefficient processes.

• Decisions based on incomplete financial or operational information.

• Weak coordination between departments.

• Ineffective performance management and employee engagement.

• Increased exposure to operational and financial risks.

• Difficulty adapting to organizational and technological change.

• Missed opportunities for growth, innovation, and competitive advantage.

Frequently Asked Questions FAQ

1. Who should attend this course?

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Managers, department heads, supervisors, team leaders, executives, business professionals, and professionals preparing for broader management responsibilities.

2. Is the course suitable for participants from different business functions?

Yes. The program is designed to provide an integrated understanding of management across strategy, operations, finance, HR, marketing, and technology.

3. Will the course cover financial management for non-finance managers?

Yes. Participants will learn how to interpret financial statements, understand key financial ratios, manage budgets, analyze costs, and evaluate basic investment decisions.

4. Does the course include practical applications?

Yes. The program incorporates practical management frameworks, analytical techniques, and an integrated case study connecting strategy, finance, HR, operations, and marketing.

5. Will the course address leadership and organizational change?

Yes. Leadership frameworks, organizational transformation, change management, culture, communication, motivation, and employee engagement are covered.

6. How does the course address digital transformation?

The final day examines digital transformation, technology trends, CRM, and data-driven decision-making and their application to modern business operations.

7. What will participants gain after completing the course?

Participants will gain a broader managerial perspective and practical tools for improving strategic alignment, operational performance, financial understanding, people management, and business decision-making.

Conclusion

This five-day Integrated Management & Business Administration Program provides a comprehensive understanding of the key functions required to manage modern

organizations effectively. By integrating strategic management, operations, finance, human capital, marketing, and digital transformation, the program enables participants to understand how different business functions work together to achieve sustainable organizational performance.

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training

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