



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY

AACSB
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OWNER-MANAGER PROGRAMME

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OVERVIEW

The Owner-Manager Programme (OMP) is designed for owners/managing directors of small and medium scale organisations. It is designed to provide business owners with the skills and capacity for development of long-term strategic plans to transform their businesses and drive profitability.

PROGRAMME

- Analysis of Business Problems
- Marketing Management
- Operations Management
- Control / Accounts Management
- Human Resources Management
- Team Building
- Communication Skills
- Financial Management
- Economic Analysis
- Social and Political Environment of Business
- Organisational Learning
- Business Strategy
- Business Ethics
- Change Management
- Business Law

KEY LEARNING OUTCOMES

The OMP will enable participants:

- Acquire knowledge of steps required to build competitive and sustainable businesses
- Gain knowledge on the importance of entrepreneurial leadership to inspire creativity and build commitment at all levels in their organisation
- Understand how to innovate systematically in cost-effective ways that are relevant to the customer
- Develop critical skills required to continuously identify and assess new business opportunities
- Master the business dynamics and benefits of for-profit businesses with a social impact and its importance for business sustainability
- Discover how to build a culture of excellence for sustained competitive advantage

DURATION



6 MONTHS | 5 DAYS PER MONTH



**TARGET
AUDIENCE**

- Founders or business owners/co-owners of companies in existence for a minimum of 2 years with at least N50m annual turnover
- Partners in professional firms with at least five professionals

OWNER-MANAGER PROGRAMME (OMP) COURSE CURRICULUM

Analysis of Business Problems

This course is intended to sharpen the participant's basic ability to think about complex real-world business problems. It also serves as an introduction to the case study method.

Marketing Management

The objective of this course is to develop an understanding of the basic elements in marketing strategy such as product planning, market selection, distribution and pricing. Also, it also studies how to integrate all these elements in a coherent marketing mix.

Operations Management

Here, participants are introduced to the frameworks, key concepts and tools needed to design, implement, control and improve the value chain of operating systems.

Control / Accounts Management

Participants will look at the development and use of financial and other quantitative data as an aid to business decision making. Major topic areas include financial reporting, cost accounting, budgetary and control systems.

Management of Human Resources

This covers topics of personnel administration like human resources planning, recruitment, appraisal, compensation, training and development.

Team Building

Proper teamwork makes for greater flexibility, speed and quality of customer service. It is becoming more important for today's managers to have a good understanding of team building processes.

Communication Skills

This section will help participants reach a thorough understanding of the impact of top management communication style on employee attitude and performance, and know how to design communication strategies appropriate to their purpose.

Financial Management

This section of the course is expected to provide the participant with a good understanding of the financial environment and how financial decisions impact on various aspects of a company's operations.

Economic Analysis

This course develops essential concepts and methods which will enable the manager to understand the global and local macroeconomic environment in which his company operates and factor it into his business decisions.

Social and Political Environment of Business

A clear understanding of the environment of the firm, especially of the political economic milieu; the relationship between government, business and society; and trends in national strategy within the context of international political economy trends is imperative for the strategically-minded general manager. The unit is designed to help managers identify a broad range of stakeholders in the environment of the firm to enhance the capacity for managing relationships with these stakeholders.

Organisational Learning

In a rapidly changing world, the ability to stay alive and grow is largely a function of an organisational climate that allows a rate of learning that is equal to or greater than the pace of change in the firm. The sessions consider these cultural issues and the ladders of human development in firms.

Business Strategy

Business Strategy sessions use the case study approach to emphasise the unique leadership role (often referred to as the helicopter view) of the Chief Executive as the strategist. The sessions explore practical examples of situations where the strategy process is either planned and directed or contingent and emergent.

Business Ethics

This course explores the fiduciary responsibilities of business executives and the responsibilities of business firms towards their main stakeholders.

Change Management

Change is an inevitable reality, yet people and organisations tend to resist it. Organisations that resist change consequently become unable to compete. The Change Management sessions consider reasons why organisations oppose change and the generic approaches to proactive change.



**DEVELOPING
RESPONSIBLE
LEADERS
FOR AFRICA AND
THE WORLD**

Enquiries/Reservations

Toba Olugosi

07080070553

tolugosi@lbs.edu.ng

Janet Adeegbe

09026666643

jadeegbe@lbs.edu.ng

Obinna Okonkwo

08086726686

obinnaokonkwo@lbs.edu.ng

Ifeoluwa Osho

07086095794

iosho@lbs.edu.ng

Lagos Business School

exceedsales@lbs.edu.ng



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BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY

Lagos Business School

Km 22, Lekki-Epe Expressway, Ajah, Lagos, Nigeria.
+234-8025014623-4; 08058048473



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