



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY

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Senior Management — Programme —

Overview



The Senior Management Programme (SMP) offered by Lagos Business School, increases the effectiveness of executives and enhances their strategic thinking capabilities. The SMP is a dynamic programme where a group of business peers from a range of functions, industries and countries share ideas and develop an enlightened perspective on the economy, business trends, and best practices.

Target Audience



The SMP is a programme specially designed for members of the executive level in organisations: GMs, AGMs, heads of business units and senior role profiles, who are responsible for strategic planning within their companies. An opportunity to update managerial skills and strategic thinking, you will gain a thorough understanding of the current context, focus and implement

strategies for effective change processes, receive methodologies to optimise management efficiency, strengthen your leadership and self-management skills and transform your organisation to face new challenges.

After the programme, participants become alumni of Lagos Business School.

Schedule



The programme runs for five weeks over five months with one week every month for class sessions.

Some of the features of the programme are:

- Company sustainability tour
- Executive challenge: This is a group project; with a final presentation made before a panel of experts. The project work must be

executable and practical - it should solve a social concern.

- Daily learning log: Focused discussions on skills learnt and weekly action plans after each module (focused skills development)
- Wow-Day! (Team bonding and learning activity)
- Online sessions
- Family luncheon

Learning Process



The primary pedagogical tool used in Lagos Business School is the case study method. Occasional lectures, discussions, videos, business games, simulations, and role-playing supplement these cases. Group sessions are critical to the SMP learning process. Syndicate groups are arranged in such a way as to ensure an

adequate mix of participants from varied backgrounds and industries, thereby maximising their exposure and interaction.

The programme will be delivered in a modular format of one week (Monday-Friday) every month over five months.

Admission Process



The received application form is sent to the admission committee; after admission is granted, an admission letter is sent to the

applicant. This process usually takes two weeks. Please send an email to exceedsales@lbs.edu.ng to register.

Programme Structure



MODULE 1 - SOCIAL AND BUSINESS ENVIRONMENT

- Speed reading
- Analysis of Business Problem
- Management Communication
- Social, Political Environment of Business
- Managing Economic Risk

MODULE 4 - STRATEGY AND SUSTAINABILITY

- Business Ethics
- Sustainability Learning Journeys
- Marketing Management
- Strategic Management

MODULE 2 - BUSINESS AND FINANCE

- Business Law
- Corporate Financial Accounting
- Cost & Management Accounting
- Finance Workshop
- Personality Testing
- Financial Intelligence
- Nature of Man

MODULE 5 - BUSINESS OPERATIONS AND INNOVATIONS

- Design Thinking and Innovation
- Project Management
- Digital Transformation
- Operations Management
- Business Strategy Game
- Executive Challenge

MODULE 3 - LEADERSHIP AND PEOPLE MANAGEMENT

- Social Etiquette
- Emotional and Social Intelligence
- Negotiation
- People Management
- Leadership
- Team Building

Senior Management Programme (SMP) Course Curriculum:

Analysis of Business Problems & Decision Making

Enhance judgement skills and see beyond the immediate aspects of a decision point. Critically and analytically evaluate underlying information decisions and gain a broader perspective of organisational decision-making. Incorporate ethical sensitivity into critical thinking and the problem-solving process.

Management Communication

Learn how to plan communication (purpose, types of argument, etc). Highlight ethical issues in communication. Develop persuasive presentation skills and enhance fundamental writing skills. Learn interpersonal skills in communication (listening, feedback, constructive criticism). Develop insights into how personality types and leadership styles interact with communication skills.

Social and Political Environment of Business

Grasp what corporate political strategy is and understand its role in driving competitive strategy. Optimise the interface between business and politics (government, regulators, etc). Learn the fundamentals of ensuring responsible and ethical stakeholders' management.

Business Law

Understand better the legal environment and legal challenges of business. Recognise corporate criminality situations to avoid them. Strategically build social capital by adhering to the legal framework of the society in which the company operates.

Corporate Financial Accounting

Familiarise participants with the essential elements of accessing and using the information in financial statements, most commonly contained in the annual reports of organisations. Grasp the significance of aspects of the financial statements and their implications. Learn to participate in discussions based on the figures contained in financial statements.

Cost and Management Accounting

Use cost-related information from inside and outside the organisation to make decisions. Calculate/estimate and control the cost of the organisation's goods and services. Recognise the cost implications of business decisions - capacity utilisation, product development, etc. Align the organisation's cost systems with the competitive performance of its strategy. Generate an acceptable, sustainable and positive bottom line.

Negotiation

Recognise and seize new opportunities for negotiation to optimise outcomes in the participants' favour. Apply appropriate negotiation strategy as the opportunities demand to intend to optimise results. Confidently

negotiate at a global level, being guided by the best practices from the point of culture, ethics and other relative factors.

Team Building

Understand the dynamics of interactions and learn to manage power relationships between individuals. Improve interpersonal relationships and learn how to work better with others. understand how to conquer projects rather than people.

Business Ethics

Recognise and consider ethical dimensions of the decision-making process and understand and apply basic ethical principles to common ethical dilemmas in business. Appreciate the responsibilities of the firm to different stakeholders and understand the implications of unethical practices to these stakeholders.

Marketing

Understand the consumer and the customer. Recognise critical trends in marketing and deepen knowledge in the area of analytics, consumer insights, etc. and be able to track the consumer pre and post-purchase. Manage the selling process, grasp how to design the right incentives, etc. for the sales force. Master the fundamentals of product innovation, new producer development, pricing, channel management, etc.

Project Management

Plan and manage project resources effectively within the unique organisational context of projects. Manage project stakeholders, understanding the dynamics in a corporate setting embedded in a community and society. Apply the lessons learnt in the management of their projects.

Operations Management

Learn how to define an organisation's processes optimally. Acquire operations management skills, building on existing awareness/operations experience. Highlight ethical issues in operations management and learn to apply operations management skills to functional areas.

Business Strategy Game

Learn how to chart a long-term direction for a company, set and achieve strategic and financial objectives, craft a strategy, and adapt it to changing industry and competitive conditions. Learn how to match strategic wits with the managers of rival companies, "think strategically" about their company's competitive market position, and figure out the kinds of actions it will take to out-compete rivals.

Economic Analysis

Understand the theoretical base for economic analysis. Learn how to analyse economic risk by interpreting

changes in microeconomic and macroeconomic aggregates. Evaluate the changing market in which the company operates and learn how to respond to these changes.

Management of Information Systems

Develop a system view of IT that leads to developing organisational capabilities. Understand how to determine what technologies can help solve strategic issues, etc. Understand the key MIS activities: e.g, strategic planning, and appreciate the ethical issues in MIS and how to address them.

Introduction to Finance

Analyse financial statements and make sense of them. Carry out financial analysis, working capital management, and investment analysis. Include non-financial indices in the analysis. What does performance mean and where is the place of individual decisions? Go beyond ROE.

Strategy

Understand strategy and how it fits into business strategy. The link between the functional approach and the business strategy. Start thinking strategically and know the implications of actions in other functions. Come up with long term strategy that competitors cannot easily replicate. Learn to use market intelligence and trend analysis and understand the impact of one's role in the entire organisation.

Sustainability management and Innovation

Deepen understanding of sustainability as a 3-dimensional concept - social, environmental and economic (or people, planet and profit). Grasp that the business entity must take into consideration its impact on people and the environment as well as their profitability - discuss fairness and equity concerns, especially social equity. Set personal and corporate sustainability goals and make plans to achieve the,

TESTIMONIALS FROM SMP ALUMNI:



"The SMP is for any senior executives keen on improving the quality of their contributions as a manager. The cost accounting sessions taught me a lot that I have been able to implement in my organisation directly."

Akingbogun Akinwunmi (OVH Energy)

"The SMP has improved my network; I was impressed by the quality of the participants in the class. the method of teaching is top-notch especially the strategy sessions. Those sessions were a significant learning experience for me."

Elile Olutimayin (Cardinal Stone Securities)

"At the stage I was in my career, I needed a programme that would develop me to operate at a strategic level, and the SMP has done that. The case-study method of teaching makes it easy to transfer the knowledge directly to the workplace."

Joseph Rabi (Anchor Telecoms Nigeria Ltd)

"The courses in the SMP are relevant knowledge every senior manager has to have to ensure they remain relevant and productive in their career, and to their organisation."

Yemisi Diya-Salawu (IHS)



Enquiries/Reservations

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