



Executive Education Programme Prospectus 2014

Introducing LSBF: Welcome to the World's Business School

London School of Business & Finance (LSBF) was founded with one mission: to prepare the global business leaders of tomorrow for leadership, excellence and success. We have campuses across the UK, Asia and North America, and are backed by an award-winning online learning platform, powered by InterActive.

The Highest Standard of Education

We offer a wide range of programmes tailored to meet and exceed the needs of both our students and the industry. These include undergraduate (foundation, bachelor's, HND), postgraduate (master's and MBA) and professional programmes, as well as our suite of Executive Education courses. Our commitment to the highest standard of education provision is felt throughout the school, with dedicated careers advisors, student support teams and passionate programme leaders guiding students through their time with us and towards future opportunities in the world of business and finance.



Our Partners

We have a number of strategic partnerships with leading institutions. Our partners include Grenoble Graduate School of Business (GGSB), Edexcel, St Patrick's College, the London College of Contemporary Arts (LCCA), eCornell and Liverpool FC.



LSBF's 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 experience.

CPD UK membership for LSBF's Executive Education portfolio

LSBF's range of executive education programmes can now offer CPD points upon completion. This contributes towards the professional accreditation of students by recognised industry bodies in the UK and ensures that students receive the highest level of teaching and development.



Former UK Prime Minister Tony Blair speaks exclusively to LSBF

In a special interview with LSBF, former UK Prime Minister, Tony Blair, praised LSBF for its global professional skills development and its use of technology to deliver education worldwide.

During a wide-ranging interview with LSBF's Visiting Lecturer, and Former UK Home Secretary and Education Minister, The Rt Hon David Blunkett MP, Tony Blair said: "The way LSBF has gone about positioning itself, and doing what it is doing, is a great example [of what can be achieved]."

LSBF Awarded the Queen's Award for Enterprise 2013

LSBF has this year been presented with the Queen's Award for Enterprise for its achievements in international trade. As the UK's highest and most prestigious business accolade, the awards are conferred by HM Queen Elizabeth II, on the advice of the Prime Minister, to organisations demonstrating outstanding performance in international trade, innovation and sustainability.



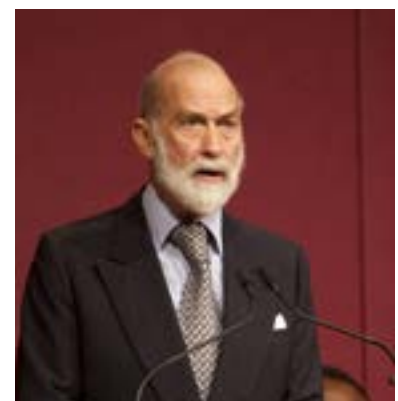
Entrepreneurship & Education: Richard Branson speaks to LSBF

In an interview for LSBF, Virgin Group's Founder Sir Richard Branson said that universities worldwide should become hubs to boost entrepreneurship and inspire self-starters to develop their own businesses.

"Universities should be encouraging people to run their businesses within the university, where entrepreneurs, teachers and students can share ideas and help each other."

Our Royal Patron

We proudly operate under the esteemed patronage of HRH Prince Michael of Kent GCVO. His Royal Highness has an exceptional track record across many different business fields throughout the world. He is also committed to encouraging the next generation of business leaders through the many scholarships and bursaries he provides to LSBF students. These include a special scholarship scheme to encourage the most promising students from emerging markets to study towards a master's degree.



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 alongside our corporate partners 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.

London Summer Schools

Two summer school options focusing on global Business and Law, in the heart of central London.

Emerging Leaders Programme

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

Postgraduate Certificate Programmes

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

- Finance
- Financial Investments
- Finance and Management
- Management
- Brand Management

Professional Development Programme

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

Management Development Programme

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

Investment Management Programme

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

Advanced Certificate Programmes

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

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

miniMBA: Executive Development Week

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

Our Custom Programmes

These programmes run several intakes per year and are typically based in our central London campus.

Corporate Training

LSBF works closely with business leaders to deliver a tailored, industry-relevant study experience. Previous programmes have taken place both in-house and at professional venues worldwide sourced by LSBF.



Why choose LSBF Open Executive Education?

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 programmes will develop and enhance your interpersonal communication and networking skills as well as foster a global network of new contacts.

Small Class Sizes

All courses are taught in small class sizes to ensure optimal learning. This allows you to maximise direct face-to-face time with our teaching faculty and explore aspects of the curriculum that interest you in class. A dedicated student support manager will also be on hand to assist you throughout your studies.

Inspirational Environment

LSBF's 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 contribute a wealth of global business insight and cultural perspectives that will enrich your study experience.

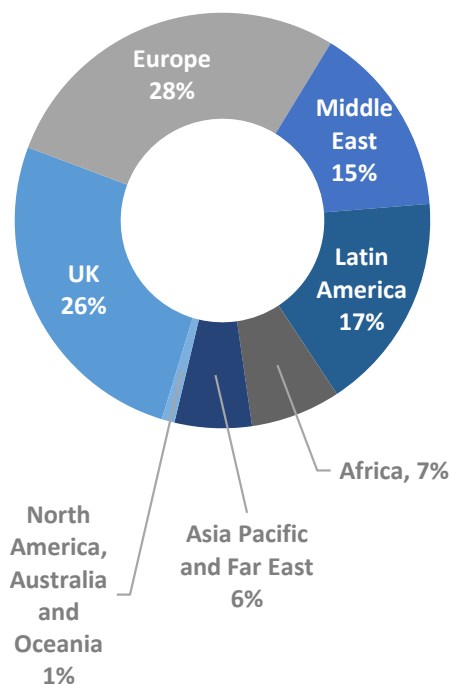
Industry Insight

As an LSBF student you will gain an in-depth industry-focused and practice-oriented insight into the subjects you choose to study. All of our courses employ practical case studies and examples from the professional teaching faculty, allowing you to put theory into practice.

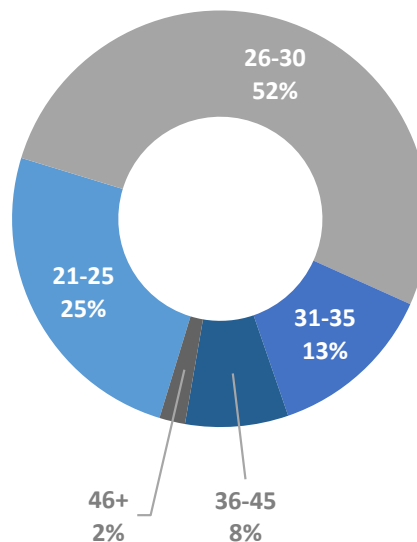
Career Services

Our careers team is dedicated to helping you to maximise your career potential. With their assistance, you will improve your chances of promotion within your organisation. You will also increase your marketability to potential employers.

Nationality Mix



Age Mix



Why choose LSBF Customised Executive Education?

Bespoke Programme Structure

These handpicked courses come from a broad portfolio that addresses the learning needs of your organisation. As a client, you can work with our academic team to design the course specifically around your objectives for maximum impact.

Flexible Delivery

You have full flexibility to choose the duration, location and delivery pattern for your course and will be encouraged to share your specific requirements. The course can be delivered in our campus in the heart of the City of London or at any location worldwide. We are also happy to arrange a venue at a convenient location as well as deliver in-house tuition.

Practical and Relevant

Our teaching approach ensures that every course we deliver is in-depth, industry-focused and practice-oriented. All our courses are taught with an emphasis on real-life case studies and examples from the professional practice of our faculty team.

Extended Support

Our dedicated team provide extensive support around your custom study course, and ensure that all logistical requirements including facilities, catering and accommodation are in place for a productive learning experience.



Case-study: Transneft Joint Stock Company

Transneft JSC is owner of the largest oil pipeline system in the world, transports over 93% of all Russian oil and is a major player in the energy sector. Transneft JSC approached LSBF to design and deliver a course for a team of senior managers. The course provided an overview of the global oil and gas industry and an opportunity to discuss best practice in the sector.

In addition to the course itself, LSBF provided full planning and logistical support with regards to flights, hotel accommodation, catering, group transfers, group concierge, and a cultural programme to ensure that the delegates were able to fully appreciate the London experience.

Meet some of our Faculty

Our experienced tutors not only hold first-class academic qualifications, but they also come with considerable professional experience in their respective fields. 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:

Dave Coker

Dave has over 25 years' experience in international investment banking, with expertise in Risk Management, Structured Products and Portfolio Management. Having conducted business in over 20 countries, he has gained valuable experience during his employment with institutions such as Deutsche Bank (New York, London & Frankfurt), Moody's (London), Dow Jones (New York) and EDS ABN AMRO Bank (Amsterdam and London). Dave holds an MSc in Quantitative Finance, an Executive MBA, and is also in the process of completing his PhD in Finance.

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 for 10 years worked at Nivea in Hamburg within trade marketing, brand management and international marketing. Her industry experience adds immeasurable value to individuals to study with her. Having lectured at the Hanze University in the Netherlands, she also has years of experience teaching subjects such as Brand Management, Strategic Business Management, Marketing Research and E-Commerce.

Luke Minshall

Luke is an executive coach and business lecturer who specialises in the Communication, Entrepreneurship, Change Management, Organisational Development, Strategy and People Development sectors. Over the course of his career, Luke has been a senior lecturer at a number of prestigious business schools as well as having gained director-level experience of management development consulting. Luke's strengths lie in teaching students to set change in motion within the workplace.





Ben Botes

Ben holds an MBA from Surrey University (UK) and an MSc in Psychology from Trinity College (USA). In addition to being an experienced teacher, he is also an entrepreneur and professional consultant. He founded Business Plan Whiz and UK Business Planning; both web-portals, assisting first-time business leaders and entrepreneurs. In 2006, Ben became the youngest president of the European Coaching Institute. In his most recent role as a Management Consultant, he coached teams in multinational companies including Toyota, Accenture and Hewlett-Packard.

Barry Goode

Barry is an MCIPD-qualified human resources professional who lectures on subjects related to strategy and corporate business – both on academic courses and for LSBF’s corporate clients. Barry has sixteen years’ experience at group director level and has been an established consultant since 2001. He provides expert 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 an MBTI-qualified practitioner, Barry has also facilitated the transition and development of new teams following business restructures.

Paul Bisping

Paul Bisping holds both a both CFA accreditation and a degree in investment management. With over 20 years’ experience, he has gained extensive professional exposure to the financial industry. This includes many positions in different equity departments, the most recent being Head of Overseas equities for Hermes Fund Managers. Paul teaches our executive courses as well as lecturing for our Masters in Finance and MBA programmes. He is also a consultant for numerous preeminent investment firms in Central London. Paul has a hands on approach when teaching financial topics, which ensures students link theory to industry through real-world case studies.



Emerging Leaders Programme

The Emerging Leaders Programme (ELP) is a four week professional development programme for ambitious recent university graduates. The programme is taught intensively as a full-day, week-long block and covers four key areas of international business; strategy, global business ventures, marketing and business development and leadership.

The ELP can provide a head-start in a range of business fields, developing the latest knowledge and skills which are sought after by major employers. The ELP can also accelerate career progression in the first few years of employment by giving you a global business awareness and placing you ahead of the competition.

The combination of four modules will provide a broad understanding of key business challenges and methodologies today, ensuring you are fully equipped to tackle a range of challenges in the workplace.

Key Facts

Duration: 4 weeks (full programme)

Location: London

Study mode: Full day, modular

Intakes: March and October

Entry Requirements

- Bachelor degree holder or final year student in any study field
- Proof of English proficiency: IELTS 5.5 or equivalent. An internal assessment is also available.

Strategy and Decision Making

This module will investigate how global brands build up their strategies? How and why these succeed and fail? How their success is measured? Students will look into strategies across a variety of industries and sectors, including electronics, services and software amongst others.

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

Personal and Organisation Leadership

This course will give you the tools necessary to choose the best techniques and latest approaches of management, including how to approach the management of a well established team or organisation. In particular, there will be a strong focus on relationship amongst peers as well as between those within executive and managerial roles, and how to optimise these.

Key benefits:

- Strong focus on the aspects of people management and the relationship between staff and leaders
- Modern and forward thinking approach that equips you for managing and leading through some of the challenging and complex situations of the 21st century

Global Business Opportunities

New business ventures abroad require an understanding of the unique opportunities, challenges and risks involved in entering a new market. This course will explore the key elements which need to be taken into account when exploring an ever growing world of opportunities.

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
- Improved knowledge on how to effectively work with different cultures in global business environments

Marketing and Business Development

The module will focus on improving your ability to reach target customers and audiences efficiently. Whether marketing yourself, your products or your services, you will learn how to evaluate your target audience and use marketing, advertising and PR tools to reach them. A range of mediums will be explored and their challenges and opportunities discussed. The importance of a sales force within the marketing mix will also be analysed.

Key benefits:

- Gain a comprehensive understanding of the overall function of marketing and sales teams within a business
- Develop a solid overview of the considerations to be taken into account when developing a marketing plan
- Gain the practical skills to approach your target audience using the most efficient media



Postgraduate Certificate Programmes

The LSBF Postgraduate Certificate Programmes are designed to help professionals develop an advanced understanding of key areas of both finance and management. They will allow you to consolidate and further advance in your chosen career path.

The programmes allow you to design your own curriculum by choosing from our portfolio of short courses. You can develop new areas of knowledge or expertise without the commitment of a long-term degree, and tailor your course to focus on the areas which are the most relevant to your career objectives.

You will study alongside like-minded business professionals and benefit from the opportunity to network with peers from around the world. The programmes are designed with real-life case study scenarios and a strong industry focus throughout.

For those wishing to pursue further postgraduate study upon completion, the Postgraduate Certificates also act as an ideal foundation for advanced learning. Our esteemed education partner, Grenoble Graduate School of Business (GGSB), values the Postgraduate Certificates as a pre-master's course, giving you a competitive advantage for acceptance onto a GGSB MBA or specialist master's programme.

Key Facts

Duration: 12 to 15 weeks

Campus: London

Study mode: Weekly delivery, 4 or 5 classes per week

Intakes: February, May and September

3-6 month internship opportunities for UK/EU students

Entry Requirements

- Undergraduate degree or equivalent in any field OR relevant professional qualification OR a minimum of 5 years work experience
- Proficient in English, ideally hold an International English language certificate

LSBF offers four different Postgraduate Certificates Programmes that will perfectly suit your current professional, study or career needs, and fit around your busy work schedule. Below you will find a list of the courses that you can choose from to customise your curriculum. If you are unsure of which courses are best suited to you, our dedicated Programme Advisors are on hand to assist you in designing the course combination that will help you to reach your career goals.

You can also choose to study at your own pace by selecting the programme of your choice over the course of several intakes. Additionally, we also offer 4 financial courses available for study 100% online for even greater flexibility. For further information please email us on executive@lsbf.org.uk.

Postgraduate Certificate in Finance (12 weeks)

Choose 4 from the list of courses below:

- Understanding Financial Statements
- Accounting for Performance and Control
- Corporate Finance
- M&A and Equity Valuation
- Project Finance
- Advanced Financial Modelling
- Financial Markets: Trading and Analysis
- Risk Management

Postgraduate Certificate in Management (12 weeks)

Choose 4 from the list of courses below:

- Strategic Business Management
- Management and Leadership
- Marketing Strategies and Operations
- Digital Marketing and New Media
- Project Management
- International Business
- Accounting for Performance and Control

Postgraduate Certificate in Financial Investments (15 weeks)

Choose 4 from the list of courses below:

- Corporate Finance
- Financial Markets: Trading and Analysis
- Understanding Financial Statements
- Alternative Investments
- Portfolio Management
- Project Finance

Postgraduate Certificate in Finance and Management (12 weeks)

Choose 5 from the list of courses below:

- Understanding Financial Statements
- Accounting for Performance of Control
- Corporate Finance
- Project Finance
- Strategic Business Management
- Financial Markets: Trading and Analysis
- Management and Leadership
- M&A and Private Equity
- Risk Management
- Project Management
- International Business
- Advanced Financial Modelling
- Digital Marketing and New Media
- Marketing Strategies and Operations

Postgraduate Certificate in Brand Management (12 weeks)

Choose 4 from the list of courses below:

- Marketing Strategies and Operations
- Strategic Business Management
- International Business
- Digital Marketing and New Media
- Luxury Brand Management



Professional Development Programme

The Professional Development Programme (PDP) is an intensive one week course structured to cultivate an individual's personal, professional and career development. The course consists of five core modules ranging from problem solving to presentation and negotiation skills.

The PDP has been developed for professionals at any stage throughout their careers, with the potential and aspiration to improve their personal effectiveness skills. The course is delivered in a practical and engaging style, through the use of practical group discussions and exercises, role play scenarios, simulations, case studies, self-assessment and personal action plans.

Key Facts

Duration: 1 week (full programme)

Campus: London

Study mode: Full day, modular

Intakes: April & November

Entry Requirements

- Open public course, suitable for professionals at every career stage

Working Effectively in Virtual Teams

1 Day (10:00-17:30)

Most professionals now find themselves having to collaborate with colleagues in offices at other locations – nationally and internationally. Being able to work with others effectively across time, distance, cultural and language barriers requires a unique set of skills different to co-located working. In this course, you will learn how to become an effective communicator and collaborator in the growing world of virtual teams.

Professional Presentation Skills

1 Day (10:00-17:30)

So many people fear public speaking, and yet many business professionals are required to deliver powerful presentations as part of their job. This could include presenting a business idea to gain budget approval, presenting a project's progress or presenting a business unit's status to the board and its employees. Whether you're presenting to an individual, a small group or a large audience, it is not just knowing what to do but being able to do it... and these skills are not only essential business skills, but essential life skills. During this course, you will learn how to prepare a polished presentation and practice professional presentation skills to give you the experience and confidence that will be an invaluable resource to you going forward.

Writing and Presenting Winning Proposals

1 Day (10:00-17:30)

Developing business proposals and responding to tenders is a hard job, especially if you are one of many in a tough competitive environment. From the other side, proposal and tender evaluators find it difficult to choose the right supplier if they have to wade through a sea of unstructured information that does not easily show an understanding of their needs. Writing a brilliant proposal is often not enough – this may just get your foot in the door – but it is your presentation that will sell you and your organisation. This essential course will give you the tools, skills and practice to write and present proposals confidently and competently.

Structured Problem Solving Skills

1 Day (10:00-17:30)

In many organisations, too much time is wasted addressing problem symptoms or implementing quick-fixes, only to have the problem occur again. The cost of this in time, money and morale is substantial. By using simple tools and a structured process, problems can be solved sustainably in a professional manner. The problem solving processes and tools taught in this interactive and practical course are essential for all business professionals.

Negotiation Tactics for Win-Win Outcomes

1 Day (10:00-17:30)

You probably find yourself in more negotiation situations than you realise. Whether you are negotiating with a team member to get an important report to you by a certain date, negotiating payment terms with a supplier, or negotiating staff salaries with trade unions, having effective negotiation skills could mean the difference between success and failure. During this practical and interactive course, you will learn how to prepare for a negotiation and apply well-established techniques to conduct a successful negotiation. You will gain experience and confidence through practicing these techniques through simulation exercises and leave with a toolkit that can be used back in the workplace after the course.



Management Development Programme

The Management Development Programme (MDP) is a fast-paced and 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 still at an early stage of their careers and who have both the potential and the aspirations to take on the responsibility of management within their chosen field. It is an intense course, which is delivered in the style of an MBA, including case study analyses and both individual and group presentations 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, full-time study
Campus: London
Study mode: Full day, modular
Intakes: 17 February, 19 May and 29 September
3 to 6-month internship opportunity for UK/EU students only

Entry Requirements

- Undergraduate degree or equivalent in any field OR relevant professional qualification OR a minimum of 5 years work experience
- Minimum 2 years work experience
- Proficient in English, ideally hold an International English language certificate

Business Strategy

As the backbone of any business, strategy provides an organisation with 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.

- Recognise the importance of strategic processes 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 analyses 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 ongoing success. You will also learn how to put traditional and digital marketing techniques into practice.

- 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 impact 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. Working through case studies will ensure that you gain an understanding of the practical issues involved in entering foreign markets, as well as the complexities and challenges of global expansion.

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

Leadership and Management Techniques

This course is designed to equip you 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 will assist you in your learning and help you gain a competitive advantage as a future manager or leader.

- Strong focus on the aspects of people management and the relationship between staff and leaders
- Forward-thinking approach to equipping you with key management and leadership skills
- Includes technology management
- Case studies and group exercises including in teaching methods



Investment Management Programme

The Investment Management Programme (IMP) is a fast-paced, intensive programme which serves as a broad introduction to the field of investment management. The course consists of 4 'core' study areas, and can be complemented with a further 2 areas, all of which are a week long. The course is ideal for you if you are looking to enter the investment management industry. It is also an excellent option if you work closely with finance professionals and are looking to gain a better understanding of the latest industry concepts.

Benefits include:

- Understand how the finance function is organised within a business
- Learn how to estimate the cost of capital for businesses, including both CAPM and Behavioural Finance techniques
- Gain a benefit comprehensive overview of the structure of financial markets, the current state of the financial markets, and the drivers of the 'credit crunch'
- Develop your understanding of the difference between Project Finance and other corporate debt financing alternatives
- Understand the structure of financial markets and the discipline of risk management
- Evaluate risk and return on alternative investment products

Key Facts

Duration: 4 weeks (core) plus up to 3 elective weeks

Campus: London

Study mode: Full day, modular

Intakes: 17 February, 19 May and 29 September

3 to 6 months internship opportunity for UK/EU students only

Entry Requirements

- Undergraduate degree or equivalent in any field OR relevant professional qualification OR a minimum of 5 years work experience
- Minimum 2 years work experience
- Proficient in English, ideally hold an International English language certificate

Core IMP Modules

Corporate Finance in Practice

Gain a deeper understanding of corporate finance, and develop the skills and knowledge to make future corporate financial decisions. You will learn to evaluate investment and financing decisions as they relate to added economic value. The course will introduce derivatives, working capital management and organic versus inorganic growth option amongst other key subjects. The practical lessons learnt from the financial crisis will provide a backdrop to all units taught.

Capital Markets and Investments

Explore the mechanisms of equity investments, fixed income securities and derivative markets. This course offers a full introduction to financial markets in a global setting. You will also learn how to identify and understand the key macroeconomic and financial factors that govern financial markets and influence investment decisions.

Managerial Finance

Learn about the key tools and techniques used to measure performance and make financial management decisions in an organisation, as well as the financial reporting aspects. Gain the skills and competencies required to optimise cost structure and manage the cash flow position. This course will also give you an introduction to the issues of short-term financing and working capital management.

Risk Management

It is now more important than ever to recognise critical risks, analyse risk-reward trade-offs and respond effectively based on quantitative cost-benefit analysis. This module provides an introduction to different areas of risk; market, credit and operational, and an appreciation of the financial markets and the forces that govern them.

Additional IMP Modules (Elective)

Project Finance

An intensive overview of key aspects of Project Finance, you will conduct a detailed investigation of the essential topics that will allow you to understand project finance from risk valuation to documentation. You will also assess all available sources on debt financing and debt capacity.

Alternative Investments

Learn to effectively analyse and price various investment products constituting alternative investment asset class, including: real estate, commodities, private equity and venture capital. You will explore the unique characteristics and associated levels of risk with each individual product, as well as their possible contribution to the investment portfolio.



Advanced Certificate Programmes

LSBF offers a portfolio of ten stand-alone Advanced Certificate Programmes in a wide range of subject areas. The courses are 5 days long and offer you the opportunity to actively engage with more advanced subject knowledge and skills. The courses are delivered in a boardroom style manner rather than through traditional lectures. Emphasis is placed on equipping you with the competencies required for success in particular disciplines. If you are unsure which courses are the most relevant to achieve your ultimate goals, please contact one of our dedicated programme advisors to assist you in designing a programme which is ideally suited to you.

You will study alongside like-minded business professionals and will benefit from the opportunity to network with peers from around the world. The programmes are designed with real-life case study scenarios and a strong industry focus throughout.

The Advanced Certificate Programmes are designed for those with prior knowledge in their field of study, either from prior formal education or through work experience. The programmes will be ideal for you if you are looking for new challenges in your career - whether you are seeking a new role or are looking to improve your performance in your current position.

Key Facts

Duration: 5 days
Campus/Venue: London
Study mode: Full day

Entry Requirements

- 2 years of relevant business experience and the drive to develop your skills even further
- Proficient in English, ideally hold an International English language certificate

Management Consulting & Project Management

- Learn how to engage in the management of consultancy projects and consultancy delivery
- Develop your ability to lead projects, design the project scope, estimate budget/project cost and apply risk management techniques
- Become confident in scheduling project networks as well as preventing project creep and project crashing.
- Learn to estimate the duration and critical path of key projects
- Acquire the skills to effectively close out and terminate projects when necessary

Global Oil & Gas Industry: Strategy & Management

- Lead oil and gas projects, designing project scope, estimating budget/project cost and applying risk management techniques within project management
- Improve your ability to schedule project networks as well as preventing project creep and project crashing
- Gain the skills required to estimate the duration and critical path of key projects
- Learn to effectively close out and terminate projects when necessary

Investment Banking and Capital Markets

- Perform company valuations with confidence, using present value and market-based model analysis. You will learn to use the present value, dividend discount, free cash flow and market-based models in listed and private company valuation
- Understand how to apply general credit analysis, term structure and interest rates to fixed income investment valuation
- Develop your knowledge and understanding of credit rating agencies, the traditional means of credit analysis and the application of the structure of interest rates in the valuation of fixed income securities

M&A and Private Equity

- Engage in M&A and private equity transactions by applying comparable companies analysis and precedent transaction analysis to value target firms
- Learn how to effectively manage M&A and private equity transactions by applying discounted cash flow analysis to the valuation of target companies
- Gain a comprehensive understanding of the buyout structuring process in relation to leveraged buyout transactions
- Develop an in-depth understanding of how to leverage buyout transactions by carrying out LBO analyses
- Learn how to effectively prepare the investment memorandum for the M&A and private equity sales process

Digital Marketing and Social Media

- Develop integrated digital marketing strategies aligned with general marketing and business objectives
- Design and deliver a social media communication programme
- Implement digital marketing communication plans
- Analyse performance of digital marketing channels and activities
- Understand and evaluate the complexities of planning, buying and executing a marketing campaign integrating traditional and digital marketing activities

Strategic Brand Management

- Develop and implement customer-based brand equity and brand positioning strategies
- Learn to effectively design and implement branding strategies introducing and naming new products and brand extensions
- Learn how to choose the most appropriate, effective branding elements in order to build brand equity
- Develop an assessment and management system for measuring sources of brand equity (capturing consumer mindset)
- Learn to manage brands across market segments and geographic boundaries

Financial Planning and Analysis

- Develop and apply financial models and analytical tools to support analysis for strategic initiatives such as budgeting, financial forecasting and operational planning
- Support senior management teams with in-depth analysis such of financial information and reports to provide accurate financial recommendations to management for decision-making purposes
- Develop the knowledge and skills to monitor performance indicators, report on trends and analyse causes of unexpected variance
- Learn to implement intelligence tools and dashboard reports for sustainable business use
- Prepare and present reports to senior management teams and boards of directors

Islamic Banking and Asset Management

- Learn to analyse financial statements for Islamic banks and Islamic corporate governance
- Develop your ability to design sale-based contracts by applying Islamic financial techniques
- Design lease and equity-based contracts and deposit instruments by applying Islamic financial techniques
- Learn how to value and price Islamic bond instruments (Sukuk)
- Comfortably analyse and value Islamic investments
- Confidently analyse Islamic Insurance Instruments (Takaful)

Strategic Leadership and Change

- Learn to effectively carry out financial analyses, position audits and make strategic choices in developing and building business strategy
- Achieve your strategic goals by improving your persuasion and influencing skills
- Become skilled in the execution of business strategies
- Learn to confidently manage projects and execute business process change, leveraging on information technology
- Acquire the skills to effectively manage people and organisations in a dynamic business environment

Innovation, Technology and Entrepreneurship

- Understand and learn how to apply the entrepreneurial process, idea generation and opportunity recognition, shaping and reshaping in creating value
- Prepare detailed business plans and build pro forma financial statements, creating value through franchising agreements and engaging in social entrepreneurship
- Raise finance through equity financing, informal investment, venture capital, debt and any other sources of financing
- Understand the importance of implementing organisational change in order to deliver innovation and achieve commercial success



“I HAVE BEEN GIVEN THE NECESSARY CONFIDENCE TO FACE NEW CHALLENGES IN MY CAREER”

*Simmren Ghatila
Thomas Weisel Group*



International Financial Bootcamp

An advanced five-day programme and unique opportunity to receive certification from Sorbonne Business School

Delivered in partnership with Paris 1 Panthéon University (Sorbonne Business School)

Key Facts

Duration: 5 days
Campus: London
Study mode: Full day
Intake: 12 May

Entry Requirements

- Must be studying a Masters in Finance or be in the last year of an undergraduate degree in finance
- Individuals with solid knowledge of Financial Investments are welcome to apply
- Proof of English proficiency: IELTS 5.5 or equivalent. An internal assessment is also available





LSBF has joined forces with the prestigious Paris 1 Panthéon-Sorbonne University to design and deliver an advanced investment management course designed to provide you with expert insight into the topics central to a clear understanding of finance. Over the course of 5 days, you will learn from tutors with years of financial markets experience, visit Bloomberg HQ in London and network with some of the brightest minds in Europe.

Real-life case studies, presentations and group discussions will sharpen your knowledge of financial market instruments and associated risks. You will also learn how to use the Bloomberg Terminals through simulation exercises, a vital skill for those working in finance.

- Maximise your current knowledge of financial markets through real-life case studies within an international context, analysing international current affairs in the financial investment world
- Gain awareness of the magnitude of different international markets and their differences
- Understand the correlation between the different risk areas: credit, market and operational
- Learn how to operate a Bloomberg Trading Terminal

Throughout the 5 days you will be exposed to a variety of state-of-the art topics within capital markets, such as:

Credit Derivatives:

- Credit default swaps
- Total rate of return swaps
- CDOs
- Asset backed securities (ABS)

Economic and Regulatory Capital:

- Overview of the discipline
- Risk Reporting
- Bloomberg Visit

Risk Management:

- Market Risk
- Credit Risk
- Operational Risk

- The trading game: an exploration of asset bubbles
- The way forward – Basel III and other initiatives





miniMBA Executive Development Week

The 4 day-long miniMBA programme focuses around gaining the confidence, competence and skills to succeed in managerial positions. The programme will incorporate lectures, presentations, practical team workshops, role playing and case studies. The course will also provide a unique opportunity to network with local business leaders and update your existing insights and techniques.

Programme Director: Tim O'Connor

Tim has over 30 years of experience in Higher Education. His earlier career started at Durham University where he qualified as a professional teacher in 1995. He was later awarded an Honorary Teaching Fellow of Lancaster University Management School, in recognition of his work with a diverse range of industrial and commercial clients. In addition Tim has published a range of material in specialised learning, leadership, recruitment and creative problem solving.

Key Facts

Duration: 4 days

Campus: London Executive Venue

Study mode: Full day

Entry Requirements

- Undergraduate degree or equivalent
- Minimum 5 years management experience
- Proficient in English, ideally hold an International English language certificate

Programme Overview:

The Challenge of Managing Yourself

- Understanding your personal drivers
- Recognising how you impact on others
- Discussing the principles of emotional intelligence
- Debating the best practices of managing yourself

Successfully Managing Individuals

- Learning the Four Keys to performance
- Understanding psychological frames of reference (Logic Bubbles...)
- Introducing Transactional Analysis
- Recognising and managing your own communication style

Leading High Performance Teams

- Teams-vs-working groups
- Assuring effective team development
- Reviewing models of leadership
- Exploring effective leadership behaviours

The Fundamentals of Finance and Budgeting

- Analysing key financial statements
- Understanding and managing business finance
- Challenges with planning and controlling of budgets

Guiding Growth through Effective Business Strategy

- Looking at the Marketing context
- Analysing external and internal business environments
- Generating business options
- Discussing growth strategies
- Opening up for innovative thinking

Inspiring and Managing Change

- Recognising the need for change
- Defining and selling change
- Managing human responses to change

Key Additional Benefits

▶ Valuable Transferable Skills

You will increase your capacity to plan, delegate, meet deadlines, problem solve, develop your team and improve your communication skills.

▶ Networking Opportunities

You will have the opportunity to meet and develop business networks with fellow professionals in the central European region.

▶ Turning Theory into Practice

Through the medium of simulation, role playing, case studies and discussions, you will learn the best practices and will be able to apply theory to daily practice within your current and future roles.

▶ Recognition of Completion

Upon successful completion, you will be awarded an LSBF miniMBA Certification to enhance your CV.

London School of Business & Finance

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