



Developing World-Class Leaders For Inclusive Growth and Prosperity

Why London School?

Great Value

- **World-Class** Standards and Skills
- **Business** Development Opportunities
- **Career** Development and Empowerment
- **Personal** Attention and Support
- **Accessible** to All: From Zero to Hero
- **Affordable** Fees and Payments
- **Flexible** Study to suit your Needs
- **ONLINE** Available to learn in your own Time

Great Courses

- **Accounting** Made Easy: Basics to Boardroom
- **Business Management** and Entrepreneurship
- **Financial Management** and Decision-making
- **Human Resources** and People Management
- **Strategic Leadership** and Management
- **Strategic Marketing** and Global Business
- **Strategic Management** and Business Planning
- **Strategies for Growth** and Business Development



NATGROWTH

- **National and Africa Growth** and Investment Programme
- **Strategic Management, Leadership** and Financial Consulting

Tel 27 11 326-6079; 27 11 403-5483 admin@londonschool.co.za www.londonschool.co.za
Grayston Mews, 134 Grayston Drive, Sandton 2196; PO Box 890695, Lyndhurst 2106, South Africa

BUSINESS MANAGEMENT LEVEL 4

ENTRANCE: Over 19, School-leaving or equivalent (T's & C's apply)

BUSINESS ENVIRONMENT AND MANAGEMENT

- Business Environment, Business Planning and Goal Setting
- Managing in Today's World, The Entrepreneurial Manager, Business Law,

COMMUNICATION SKILLS

- Effective Communication, Developing Personal Skills
- Practical comprehension, writing and communication skills

ACCOUNTING AND FINANCE

- Fundamentals of Accounting and Financial Statements
- Financial Management, Practical Analysis, Number Skills

HUMAN RESOURCE MANAGEMENT

- Managing People in Organisations, Culture, Managing Ethically
- Organisation, Performance Management, Leadership, Teams and Change

MARKETING AND PROMOTION

- Marketing Mix, Promotional Techniques
- Customer Relationship Management, Customers Service

OTHER: Customer Relationship Management, Corporate Social Responsibility

BUSINESS MANAGEMENT LEVEL 5

ENTRANCE: Over 19, Level 4 or equivalent (T's & C's apply)

ACCOUNTING AND FINANCE FOR MANAGERS

- Accounting, Financial Statements, Balance Sheet, Income Statement, Cashflow
- Financial Analysis including Ratio Analysis, Costing, Breakeven and Pricing
- Financial Management Principles and Raising of Finance

BUSINESS ORGANISATIONS IN GLOBALCONTEXT

- Management Roles including Planning, Leadership, Organisation, Control and Entrepreneurship
- Organisation Processes, Structures and Change in different business contexts, Politics & Business
- Management Functions including Human Resources, Marketing, Operations, Accounts & Finance

PEOPLE MANAGEMENT AND HUMAN RESOURCES

- Managing people as a key resource, planning, resourcing, selection, training, development, ethics
- Performance, reward, assessment, employee relations, communication and change management
- Key Issues and applications of HR Management Principles and Practices to Real Life Case Studies

MARKETING PRINCIPLES AND PRACTICE

- Marketing Management Concepts and Principles in a Competitive Changing Environment
- The Marketing Mix: Product/Service, Price, Place, Promotion, Position, Physical Distribution
- Application of Marketing Models, Marketing for Growth, Managing Sales and Customer Relations

ENTREPRENEURSHIP AND NEW BUSINESS VENTURES

- Entrepreneurship, business planning, goal-setting, new business ventures, enterprise development
- Innovation, creativity, opportunity scouting, idea generation, research, information, testing, SWOT
- Practical finance, budgeting, resourcing, financial management, working capital, costs and success

OTHER: Managing Communication, Research Project, Business Law, Economics for Business

ADVANCED BUSINESS MANAGEMENT LEVEL 6

ENTRANCE: Level 5 or equivalent (T's & C's apply)

LEADERSHIP AND MANAGEMENT

- Leadership Skills, Manager's Toolkit
- Managing Organisations, Personal Effectiveness

MARKETING AND COMMUNICATIONS

- Marketing Mix, Managing and Using Marketing
- Effective Communications, Customer Satisfaction

FINANCIAL MANAGEMENT AND DECISION-MAKING

- Financial Reporting, Analysis and Decision-making
- Financial Management and Control

HUMAN RESOURCE MANAGEMENT

- Human Resource Management Approaches
- High Performance Teams

MANAGEMENT INFORMATION SYSTEMS

- IT in Business, IT for Competitive Advantage
- Information Systems, Latest IT Trends

Other: Research Project, Project Management, Quality, Excellence and Service, Economics

POSTGRADUATE STRATEGIC MANAGEMENT LEVEL 7

ENTRANCE: Degree, Level 6 or over 5 years relevant management experience (T's & C's apply)

STRATEGIC PLANNING, MANAGEMENT AND STRATEGIES FOR GROWTH

- Strategic Planning, Vision, Mission, Leadership, Stakeholders, Values, Goals and Objectives
- Strategic Analysis: External, Internal, Industry, Competitors, Processes and Value Chains
- Strategies for Growth, Strategic Models, Competitive Strategies, IT Strategies, Global Strategies
- Strategic Leadership, Implementation, Managing Teams, Culture, Projects and Change

FINANCE FOR STRATEGIC MANAGERS AND CORPORATE FINANCE

- Financial Environment, Financial Statements, Analysis, Info Systems and Decision-making
- Financial Analysis: Profitability, Liquidity, Risk, Working Capital, Cashflow and Costing
- Corporate Finance, Sources of Finance, Stock Exchange, Investment Appraisal, Valuations

STRATEGIC MARKETING MANAGEMENT

- Integrated Strategic Marketing and Planning Processes in Competitive Global Markets
- Application of Practical Strategic Marketing and Communications Methods and Models
- Application of Strategic Industrial, Consumer and Service Marketing Concepts and Models

STRATEGIC HUMAN RESOURCE MANAGEMENT

- Strategic Human Resource Alignment, Planning, Recruitment, Selection and Performance
- Leadership, Group Dynamics, Motivation, Training and Development, Results and Rewards
- Strategic Industrial Relations Processes, Legislation, Conflict Resolution and Management

STRATEGIC LEADERSHIP AND ORGANISATION BEHAVIOUR

- Effective Leadership, Interpersonal skills, Management Theories, Communication, Culture and Ethics
- Motivating and Influencing People, Creativity and Problem-solving, Making Decisions
- Strategic and Systems Management, Quality Systems, Measuring and Rewarding Performance

OTHER: Strategic Research, Corporate Communications, Personal Strategic Development

STRATEGIES FOR GROWTH AND BUSINESS DEVELOPMENT

NATGROWTH: NATIONAL AND AFRICA GROWTH PROGRAMME

STRATEGIC MANAGEMENT AND BUSINESS PLANNING

The programme aims to **Accelerate the Implementation of Key National Priorities**, including:

- **Inclusive Growth 5%+**, Domestic and Global **Investment**, **Global** Expansion and Partnerships
- **Successful Business**, Enterprise and Skills Development, **Trade and Industrial** Development
- **Productive** Employment, **BBBEE**, **Radical** Transformation, Effective **Leadership** and **Delivery**

This **unique** programme is designed for all levels of Managers, Professionals and Entrepreneurs Graduates in all sectors of Business, Government and other Organisations.

The **aims** are to drive Growth by applying state of the art Strategies to one's own entities, in an exciting practical process. The **Short Courses or Seminars** are approved by **SABPP** for CPD purposes

INCLUSIVE GROWTH

- **Inclusive Growth** Vision, Framework and Process; Outlook, Drivers, Leadership and Confidence
- **Growth, Investment and Employment** Scenarios, Issues, Risks, Uncertainties and Opportunities
- **Inclusive Growth Models**: Diamond and Circle of Growth, NDP, NGP, IPAP, TeamSA, Global
- **Accelerating Growth Technologies**: Digital, Online, Mobile, Agility, Disruption and Innovation

INDUSTRY GROWTH

- **Driving Industry Growth**: Markets, Value Chains, Competitive Advantage and Attractiveness
- **Across Industry Sectors**: Agriculture, Mining, Infrastructure, Housing, Property, Energy, Transport
- **Services, ICT**, Mobile, Finance, Trade, Tourism, Education and Training, Health, Social, Other
- **Business Value Chains**, Competencies, Resources, Processes, Strengths and Weaknesses

BUSINESS GROWTH

- **Boosting Business Growth**, BBBEE, Enterprise Development, Skills and Productive Employment
- **Business Models**, Cases and Plans, Innovation, Entrepreneurship, Disruption, Viability, Scalability
- **Finance and Investment**, Governance, Performance, Rewards, Monitoring and Evaluation
- **Action Plans**, Execution, Leadership, Management, Transformation, Culture, Systems, Change



NATGROWTH

- **National and Africa Growth** and Investment Programme
- **Strategic Management**, Leadership and Financial Consulting

CEO: ERIC STILLERMAN B Soc Sc, BA Hons, BAcc, CA (SA), MA (Cum Laude)
Leading Specialist in all areas of Strategic Management, Business Growth and Development,
and Financial Management, with lifetime experience across the Private and Public Sectors

Tel 27 11 326-6079; 27 11 403-5483 admin@londonschool.co.za www.londonschool.co.za
Grayston Mews, 134 Grayston Drive, Sandton 2196; PO Box 890695, Lyndhurst 2106, South Africa