



Errol Holmes
Heart Trust NTA: Senior
Director Human Resource
Management

"The biggest take away for me was the Value Based Management Module – namely the human resource management component

whereby one could empirically measure the performance and value of human capital. Therefore I would recommend this Programme over and over again!"



Marchel Burrell
Caribbean Cement Company:
Quarry Manager

"I'm now much more knowledgeable in understanding the financial aspect of companies and how the production, strategies

and people impact the bottom line. The most profound and important impact or aspect of the course was about Value Based Management."



Natalie Fearon's
Director Marketing and
Communications – Heart Trust
NTA

The Strategic Business Management Programme is like "no other programme" I have ever participated in. My

greatest takeaways from this Programme was the Value Based Module and the module on Financial Analysis whereby I can now ably read and analyze Financial Statements. Therefore without any hesitation I would recommend this Programme to any middle to senior managerial professional.

COURSE OUTLINE

Financial Analysis (MODULE 1)

- ✓ Macro Economic Environment
- ✓ Time Value of Money
- ✓ Analysis Of Financial Ratios

Corporate Management (MODULE 2)

- ✓ Human Capital Management
- ✓ Capital Budgeting
- ✓ Risk Management

Strategic Management (MODULE 3)

- ✓ Creating Value for the Organization – Value Based Management
- ✓ Key Resource Metrics
- ✓ Identifying the Company Strategy
- ✓ Why Companies Fail
- ✓ Why Companies Succeed
- ✓ Best Practices

All modules are accompanied with real life case studies to make each unit relevant, portable and applicable for daily management functions

ABOUT THE PROGRAMME

Number of contact hours:

45 Hours / 15 Hours per module

Duration:

Three Months

Minimum Qualification:

A first degree is desirable or equivalent qualifications

CONTACT:



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THE STRATEGIC BUSINESS MANAGEMENT PROGRAMME



The Objective of Strategic Business Management Programme

The Strategic Management Programme is designed for the individual desirous of strengthening and honing their skill sets in sound strategic management and comprehending the risk factors that go along with managing a successful business.

In a dynamic globalized landscape one ought to be aware of the factors that impact the liabilities of business management and how to mitigate it. Managers need to understand the demanding role of creating value for the organization and its implications to the bottom line of any organization.




The Philosophy of the Strategic Business Management Programme

This course aims to provide a detailed understanding of the business environment in which managers operate. It is intended to simulate real-world activities thus giving managers the ability to improve their decision-making skills as well as hone their abilities to be value creators in order to make their respective companies a going-concern.

The Objective is to develop a sound understanding in the following areas:

1. Using sound financial analysis to make the company a going-concern
2. Understanding the impact of key factors associated with ensuring the company is a going-concern.
3. Critically assessing the components within the organization to create meaningful value.
4. Assessing trends to strategically identify why companies succeed and why companies fail.
5. Planning & forecasting the human capital needs of the business




The Fitz Ritson and Associates Philosophy

Training with Relevance for those with the desire to Succeed

This is the mantra and guiding principle of the Institute and is translated into the delivery of all professional programmes offered.

Our objective is the practical and relevant transfer of knowledge to enhance portability of technical skills to on the job performance.

Fitz Ritson and Associates is noted for their ongoing research methodologies that are translated into the delivery of programmes. Candidates are being prepared to be futuristic in their outlook to adapt to the changing global trends so as to compete anywhere in the world.



Who is the target audience?

This programme seeks to enhance the technical skills of professionals in a broad range of industries and their related financial fields.

- Executive Directors / Chief Executive Officers
- Entrepreneurs / Business Operators
- Senior And Middle Managers
- Operations Managers
- HR Business Partners



Veronica Mc Curdy
Jamaica Public Service : Parish Manager Kingston and St Andrew

"The Strategic Business Management Programme is one of the most relevant training I have ever been on. It has enhanced my leadership skills and has given me a better understanding of how to remove emotions in managing people and processes by focussing on timeline, value and value creation."



Max Poliov
Consultant in Finance

"Fitz-Ritson offers an amazingly different approach to the learning process providing a new definition for relevance. Every topic of the program is discussed from an application point of view." Added to that total dedication of Karen and her team and the classroom the experience becomes more like an involved discussion with old friends."



Charmaine Campbell
Century Eslon Jamaica Limited: Sales Manager

I found the Programme to be not only inspiring and energising but most importantly relevant as I could relate to topics as it relates to my company. I recommend this course to all managers and business owners who want to have that cutting edge in order to ensure the survival of their business in this very fickle environment in which we operate."