



COURSE OVERVIEW TM0193 Certified Business Planner

Course Title

Certified Business Planner

Course Date/Venue

July 21-25, 2024/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

Course Reference

TM0193

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide the participants with a detailed and up-to-date knowledge on Certified Business Planner. It covers the purpose and importance of business plan; the difference between traditional versus lean startup business plans; the components of business plan covering executive summary, company description, market analysis, organization and management; the products/services line, marketing and sales, funding request and financial projections; the market analysis and research, setting business objectives and goals and business model development; the ethics and sustainability into the business planning; and the social and environmental impact of the business.



Further, the course will also discuss the basics of financial planning covering income statement, balance sheet and cash flow statement; the strategies for revenue generation, pricing models and managing fixed and variable costs; the break-even points to understand viability; the importance of break-even analysis in business planning; creating realistic financial projections and budgeting for business operations and growth; and the funding strategies and options, risk management in financial planning and developing a marketing plan.





During this interactive course, participants will learn the market segmentation, targeting and positioning and branding in the market; developing a sales strategy, choosing and optimizing sales channels and using digital marketing and social media; the customer relationship management (CRM), operational planning and management and managing supply chains and logistics; the human resources planning, technology and business operations and quality control and improvement; the legal and regulatory considerations, crisis management and business continuity planning; crafting executive summary and finalizing business plan; monitoring progress and making adjustment; and building and leveraging business relationships.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Get certified as a “*Certified Business Planner*”
- Discuss the purpose and importance of business plan as well as differentiate traditional versus lean startup business plans
- Identify the components of business plan covering executive summary, company description, market analysis, organization and management, products/services line, marketing and sales, funding request and financial projections
- Conduct market analysis and research, set business objectives and goals and develop business models
- Incorporate ethics and sustainability into the business planning and discuss the social and environmental impact of the business
- Identify the basics of financial planning covering income statement, balance sheet and cash flow statement
- Apply strategies for revenue generation and pricing models as well as identify and manage fixed and variable costs
- Calculate break-even points to understand viability and explain the importance of break-even analysis in business planning
- Create realistic financial projections and budgeting for business operations and growth
- Apply funding strategies and options, risk management in financial planning and developing a marketing plan
- Illustrate market segmentation and targeting including positioning and branding in the market
- Develop a sales strategy, choose and optimize sales channels and use digital marketing and social media
- Carryout customer relationship management (CRM), operational planning and management and managing supply chains and logistics
- Implement the human resources planning, technology and business operations and quality control and improvement
- Discuss the legal and regulatory considerations and apply crisis management and business continuity planning



- Craft executive summary, finalize the business plan and apply presentation skills for business planners
- Execute business plan, monitor the progress and make adjustments and build and leverage business relationships

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of business planning for business planners, developers, managers, supervisors, business analysts, venture capitalists, bankers and change agents who are in improving business processes and productivity in their organizations.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)

(1) Internationally recognized Competency Certificates and Plastic Wallet Cards will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Successful candidate will be certified as a “*Certified Business Planner*”. Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-





- (2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

* Haward Technology * CEUs * Haward Technology * CEUs * Haward Technology * CEUs * Haward Technology *

Haward Technology Middle East

Continuing Professional Development (HTME-CPD)

CEUs

CEU Official Transcript of Records

TOR Issuance Date: 14-Nov-23

HTME No. 74852

Participant Name: Waleed Al Habeeb

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
TM0193	Certified Business Planner	November 10-14, 2023	30	3.0

Total No. of CEU's Earned as of TOR Issuance Date **3.0**

TRUE COPY

Jaryl Castillo
Academic Director

Haward Technology has been approved as an Accredited Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2018 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2018 Standard.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking Continuing Education Units (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology is accredited by


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Certificate Accreditations


Certificates are accredited by the following international accreditation organizations: -

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux (Christoffel Anthony Le Roux), PhD, MSc, BSc, PMI-PMP, is a **Senior Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of Effective **Materials Management**, **Materials Inventory Management**, **Business Ethics & Etiquette**, **Etiquette & Protocol Best Practices**, **Contractors Agreement**, **Service Level Agreement (SLA)**, **Document Management System**, **Records Management**, **Effective Contractors Management**, **Contracting & Outsourcing**, **Cultural Diversity in the Workplace**, **Culture Diversity & Inclusion**, **Stress & Conflict Management**, **Time Management**, **Teamwork & Communication Skills**, **Business Process Improvement & Development**, Achieving **Commercial Excellence**, **Commercial Strategy**, **Commercial Negotiation Skills**, Principles of **Operating on Commercial Basis**, **Business Excellence Methodologies**, Strategic **Business Process Management**, **Strategic Sourcing & Supply Chain Management**, **Business Process Analysis**, **Business Process Mapping & Modelling**, **Business Process Optimization**, **Project Planning**, **Work Budgeting & Cost**, **Human Resource Management**, **Feedback Development**, **HR Strategic Planning**, **Talent Management**, **Interpersonal & Relationship Management**, **Global & Cultural Effectiveness**, **Business Acumen & Critical Evaluation**, **Organizational Effectiveness & Development**, **Workforce Management**, **Employee & Labor Relations**, **Risk Management**, **Corporate Social Responsibility**, **Therapeutic Communication Skills**, **Psychosocial Development**, **Effective Role Modelling & Development**, **Coaching & Mentoring Techniques**, **Leadership & Teambuilding Skills**, **Problem Solving & Decision-Making**, **Interpersonal Skills & Teamwork**, **Relationship Management**, **Negotiation Skills**, **HR Process**, **Change Management**, **Organizational Development**, **Career Management**, **Situation & Behaviour Analysis**, **Coaching Skills**, **Negotiation Skills**, **Strategic Planning**, **Time Management**, **Budget & Cost Estimation**, **Risk Analysis & Management**, **Inventory Management** and **Financial Administration**. Further, he is also well-versed in **Project Management**, **Project Risk Management**, **Risk Identification Tools & Techniques**, **Project Life Cycle**, **Project Stakeholder & Governance**, **Project Integration Management**, **Project Work Monitoring & Control**, **Project Scope Management**, **Project Time Management**, **Project Cost Management**, **Project Quality Management**, **Quality Assurance**, **Project Human Resource Management** and **Project Communications Management**. He was the **Psychologist & Medico Legal Assessor** wherein he was responsible in assessing candidates and ensuring follow-up work so that clients are progressed effectively.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director**, **Medico Legal Assessor Psychologist**, **Training & Development General Manager**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior HR Consultant**, **Senior Lecturer**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals** and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a **National Higher Diploma** and a **National Technical Diploma in Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Scrum Master Trainer** by the VMEdU, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.





Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 21st of July 2024

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Overview of Business Planning The Purpose & Importance of a Business Plan • Different Types of Business Plans: Traditional versus Lean Startup
0930 – 0945	Break
0945 – 1030	Components of a Business Plan Detailed Walkthrough of each Section in a Business Plan: Executive Summary, Company Description, Market Analysis, Organization & Management, Products/Services Line, Marketing & Sales, Funding Request, Financial Projections
1030 – 1130	Market Analysis & Research Techniques for Conducting Market Research & Analysis • Your Target Market, Competition & Industry Trends
1130 – 1215	Setting Business Objectives & Goals SMART Goal Setting for Business Planning • Aligning Business Objectives with Market Opportunities
1215 – 1230	Break
1230 – 1330	Business Model Development Overview of Various Business Models • Choosing the Right Business Model for Your Plan
1330 – 1420	Ethical Considerations & Sustainability Incorporating Ethics & Sustainability into Your Business Planning • the Social & Environmental Impact of Your Business
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

Day 2: Monday, 22nd of July 2024

0730 – 0830	Basics of Financial Planning Introduction to Financial Forecasting & Planning • Key Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement
0830 – 0930	Revenue Modeling & Cost Structure Strategies for Revenue Generation & Pricing Models • Identifying & Managing Fixed & Variable Costs
0930 – 0945	Break
0945 – 1100	Break-Even Analysis Calculating Break-Even Points to Understand Viability • Importance of Break-Even Analysis in Business Planning
1100 – 1215	Financial Projections & Budgeting Creating Realistic Financial Projections • Budgeting for Business Operations & Growth
1215 – 1230	Break





1230 – 1330	Funding Strategies & Options Overview of Funding Options: Bootstrapping, Loans, Venture Capital, Crowdfunding • Preparing for Investor Meetings & Pitches
1330 – 1420	Risk Management in Financial Planning Identifying Financial Risks & Uncertainties • Strategies for Managing & Mitigating Financial Risks
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

Day 3: Tuesday, 23rd of July 2024

0730 – 0830	Developing a Marketing Plan Components of an Effective Marketing Plan • Aligning Marketing Strategies with Business Objectives
0830 – 0930	Market Segmentation & Targeting Techniques for Segmenting the Market & Identifying Target Customers • Tailoring Products/Services to Meet Customer Needs
0930 – 0945	Break
0945 – 1100	Positioning & Branding Strategies for Positioning Your Product/Service in the Market • Building & Managing Your Brand
1100 – 1215	Sales Strategies & Channels Developing a Sales Strategy that Complements Your Marketing Plan • Choosing & Optimizing Sales Channels
1215 – 1230	Break
1230 – 1330	Digital Marketing & Social Media Leveraging Digital Marketing & Social Media Platforms • Measuring Digital Marketing Effectiveness
1330 – 1420	Customer Relationship Management (CRM) Importance of CRM in Business Planning • Tools & Techniques for Effective CRM
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4: Wednesday, 24th of July 2024

0730 – 0830	Operational Planning & Management Designing Efficient Operations & Production Processes • Managing Supply Chains & Logistics
0830 – 0930	Human Resources Planning Planning for HR Needs & Organizational Structure • Recruiting, Training & Retaining Employees
0930 – 0945	Break
0945 – 1100	Technology & Business Operations Integrating Technology to Improve Operational Efficiency • Overview of Relevant Business Technologies & Software
1100 – 1215	Quality Control & Improvement Implementing Quality Control Measures • Continuous Improvement Processes (Kaizen, Six Sigma)





1215 – 1230	Break
1230 – 1330	Legal & Regulatory Considerations <i>Navigating Legal Requirements & Compliance • Intellectual Property, Licensing & Contracts</i>
1330 – 1420	Crisis Management & Business Continuity Planning <i>Preparing for Potential Business Disruptions • Developing a Business Continuity Plan</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	Lunch & End of Day Four

Day 5: Thursday, 25th of July 2024

0730 – 0830	Executive Summary & Refining the Business Plan <i>Crafting a Compelling Executive Summary • Finalizing & Polishing the Business Plan</i>
0830 – 0930	Presentation Skills for Business Planners <i>Techniques for Presenting Your Business Plan Effectively • Preparing for Q&A and Handling Objections</i>
0930 – 0945	Break
0945 – 1100	Feedback & Revision Process <i>Gathering Feedback on Your Business Plan • Revising & Improving Your Plan Based on Feedback</i>
1100 – 1215	Implementing the Business Plan <i>Strategies for Executing the Business Plan • Monitoring Progress & Making Adjustments</i>
1215 – 1230	Break
1230 – 1300	Networking & Building Relationships <i>Importance of Networking for Business Planners • Strategies for Building & Leveraging Business Relationships</i>
1300 - 1315	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1315 – 1415	COMPETENCY EXAM
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course



Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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