

COURSE OVERVIEW PM0443 Commercial Manager Program

Course Title

Commercial Manager Program

Course Reference

PM0443

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs

Course Date/Venue

Session(s)	Date	Venue
1	January 28-February 01, 2024	Oryx Meeting Room, Doubletree By Hilton Doha-Al Sadd, Doha, Qatar
2	February 11-15, 2024	The Mouna Meeting Room, The H Dubai Hotel, Sheikh Zayed Rd - Trade Centre, Dubai, UAE
3	March 03-07, 2024	Kizkulesi, Crown Plaza Istanbul Asia Hotels & Convention Center, Istanbul, Turkey



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 participants with a detailed and up-to-date overview of commercial management. It covers the commercial awareness including the importance of profit, the value of intellectual property, business analysis and applicable law; the contract types, terms and formation as well as legal remedies, breach and damages; the product liability, contract requirements, bringing the contract into effect, intentions to purchase and instructions to proceed and changing the contract; and the key issues in commercial contracting and relationships covering the right boilerplate clauses, seller and buyer obligations, price and payment and delivery and the passing of property and risk.



Further, this course will also discuss the acceptance, rejection, inspection, time schedule for performance, cancellation, termination, warranties, bonds and guarantees; the intellectual property rights, liabilities, indemnities and the impact of competition law; the strategic commercial, business stability and growth; the techniques of strategic analysis and approaches to market analysis; the business unit strategy, competitor profiling, directional policy matrix, competitive positioning, differentiation and price; and the volume-cost-profit relationship, contribution approach, product and service pricing and cost profiling.

During this interactive course, participants will learn the commercial option appraisal covering tips and tricks of option appraisal, force-field analysis, stakeholder analysis, identifying financial sensitivity, evaluating risk exposure business development options, 'AID' analysis and new business development options; the performance measurement and financial analysis for decision-making; the commercial risk management covering risk pendulum, risk bearing, risk sharing, partnership sourcing and contracting; the exclusion clauses, insurance, customer characteristics, company culture, key contractual milestones, residual obligations and risks, pricing and account management; the commercial management of projects covering the risk management through sensitivity analysis, analysis of price and volume changes; the risky parameters, schedules and milestones and budgets for projects; and the project plan, monitoring a project to success, building in quality and overcoming problems effectively without penalty.

Course Objectives

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

- Get certified as a “*Certified Commercial Manager*”
- Discuss commercial awareness including the importance of profit, the value of intellectual property, business analysis and applicable law
- Identify contract types, terms and formation as well as legal remedies, breach and damages
- Explain product liability, contract requirements, bringing the contract into effect, intentions to purchase and instructions to proceed and changing the contract
- Recognize the key issues in commercial contracting and relationships covering the right boilerplate clauses, seller and buyer obligations, price and payment and delivery and the passing of property and risk
- Carryout acceptance, rejection and inspection, time schedule for performance, cancellation and termination, warranties, bonds and guarantees
- Identify the intellectual property rights, liabilities, indemnities and the impact of competition law
- Employ strategic commercial, achieve business stability and growth as well as apply techniques of strategic analysis and approaches to market analysis
- Define business unit strategy, competitor profiling, directional policy matrix, competitive positioning, differentiation and price
- Describe the volume-cost-profit relationship, the contribution approach, product and service pricing and cost profiling
- Apply commercial option appraisal covering tips and tricks of option appraisal, force-field analysis, stakeholder analysis, identifying financial sensitivity, evaluating risk exposure business development options, 'AID' analysis and new business development options
- Employ performance measurement and financial analysis for decision-making
- Implement commercial risk management covering risk pendulum, risk bearing, risk sharing, partnership sourcing and contracting

- Explain exclusion clauses, insurance, customer characteristics, company culture, key contractual milestones, residual obligations and risks, pricing and account management
- Discuss commercial management of projects covering the risk management through sensitivity analysis, analysis of price and volume changes
- Identify the risky parameters, schedules and milestones and budgets for projects
- Carryout project plan, monitoring a project to success, building in quality and overcoming problems effectively without penalty

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 conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides a basic overview of all significant aspects and considerations of commercial management for commercial directors and managers, contract directors and managers, business development directors and managers, sales and marketing directors and managers, commercial engineers, procurement and purchasing managers, operations, project managers, finance and HR managers and marketing and sales.

Course Fee

Doha	US\$ 6,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	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.
Istanbul	US\$ 6,000 per Delegate + VAT . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

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 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 Commercial Manager*”. 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.

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Haward Technology Middle East
Continuing Professional Development (HTME-CPD)

CEUs

CEU Official Transcript of Records

TOR Issuance Date: 20-Sep-18
HTME No. PAR10475
Participant Name: Tawfiq Al Mazrouei

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
PM0443	Commercial Manager Program	September 16-20, 2018	30	3.0

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

TRUE COPY



Maricel De Guzman
Academic Director

Haward Technology has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2013 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 1-2013 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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Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations


Certificates are accredited by the following international accreditation organizations: -

- 
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.

Accommodation

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

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:



Mr. Drag Zic is a Senior Project Management Consultant with over 30 years of extensive experience. His expertise mainly covers Project & Contract Management; Project Management, Planning, Budgeting & Cost Control, Scheduling, Budgeting & Cost Control; Project Management Essentials, Advanced Project Management, Project Reporting, Best Practices for Managing Multiple Projects, Document Management, Record Management, Leadership & Business, Performance Management, Customer Service Management, Quality Management, Risk Management, Data Management Systems, R&D, Research Management, Leading Effective Meetings, Leadership & Business, Presentation Skills, Decision Making Skills, Communication Skills, Negotiation Skills, Coaching & Mentoring, Performance Management, Customer Service Management, Critical Thinking & Creativity, Quality Management and Risk Management. Further, he is well-versed in Analytical & Chemical Laboratory Management, Statistical Analysis of Laboratory Data, Statistical Method Validation & Laboratory Auditing, Sample Development & Preparation in Analytical Laboratory, Data Analysis Techniques, Laboratory Quality Management (ISO 17025), Applied Research & Technology, Basic Geology, Quality Assurance Assessment, Quantified Risk Assessment (QRA) as well as in Seismic Monitoring Systems, Seismological Software (4di, Xmts, OptiNet and ErrMap), Data Analysis, Rock Mass Stability Analysis, Seismic Budget Planning & Productivity Improvement Analysis, HazMap, ISO Standards as well as Balance Scorecard. He is currently the Director & Principal Consultant of DRAMI wherein he is responsible in formulating and executing the plans for applied research and technology transfer.

During Mr. Zic's career life, he had occupied several significant positions as the Project Manager, Contract Manager, Programme Manager, Safety & Engineering Manager, Rock Engineering Manager, Laboratory Manager and Mine Seismologist with different international companies.

Mr. Zic is a **Professional Natural Scientist**, has a **Bachelor's degree in Geology**, a **Diploma in Management Development Programme** and currently enrolled for **Phd in Wits University**. Further, he is a **Certified Instructor/Trainer**, a **Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and an active member of various professional engineering bodies internationally like the **European Geosciences Union (EGU)**, the **Canadian Institute of Mining (CIM)**, the **Project Management South Africa (PSMA)**, the **European Association of Geoscientists and Engineers (EAGE)**, the **South African Council for Natural Scientific Professions (SACNASP)**, the **International Society for Rock Mechanics (ISRM)** and the **South African Geophysical Association (SAGA)**. He has further delivered numerous trainings, workshops, conferences and seminars internationally.

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

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Commercial Awareness The Importance of Profit • The Value of Intellectual Property • Using Business Analysis • Applicable Law • What is a Contract? • Contract Types, Terms & Formation • Legal Remedies • Breach & Damages
0930 – 0945	Break
0945 – 1030	Commercial Awareness (cont'd) Product Liability • Contract Requirements • Bringing the Contract into Effect • Intentions to Purchase & Instructions to Proceed • Changing the Contract
1030 – 1130	Key Issues in Commercial Contracting & Relationships Including the Right Boilerplate Clauses • Seller & Buyer Obligations • Price & Payment • Delivery & the Passing of Property & Risk • Acceptance, Rejection & Inspection • Time Schedule for Performance • Cancellation & Termination • Warranties, Bonds & Guarantees
1130 – 1245	Break
1245 – 1420	Key Issues in Commercial Contracting & Relationships (cont'd) Intellectual Property Rights • Liabilities & Indemnities • Impact of Competition Law • Importance of Confidentiality • Purchasing, Procurement, Buying & Outsourcing • Partnerships, Partnering & Joint Ventures • Win/Win Negotiations
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 – 0930	Strategic Commercial Analysis Achieving Business Stability & Growth • Techniques of Strategic Analysis • Approaches to Market Analysis • Defining Business Unit Strategy • Competitor Profiling • Directional Policy Matrix
0930 – 0945	Break
0945 – 1100	Strategic Commercial Analysis (cont'd) Competitive Positioning • Differentiation & Price • Understanding the Volume-Cost-Profit Relationship • The Contribution Approach • Product & Service Pricing • Cost Profiling
1100 – 1230	Commercial Option Appraisal Tips & Tricks of Option Appraisal • Force-Field Analysis • Stakeholder Analysis • Identifying Financial Sensitivity & Evaluating Risk Exposure • Evaluating Business Development Options • Automatic Interaction Detector (AID) Analysis • New Business Development Options
1230 – 1245	Break

1245 – 1420	Commercial Option Appraisal (cont'd) Key Stages in Business Development • Vision Statement • Quantum Leap Approach • Strategic Options • Organisation Structure • Business Development Projects
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0930	Performance Measurement Essentials of the Profit & Loss Account • Essentials of the Balance Sheet • Cash Flow Statement • Key Performance Indicators: Strategic, Financial, Operational, City • Return on Investment
0930 – 0945	Break
0945 – 1100	Performance Measurement (cont'd) Freehold Land & Building Valuation • Profit Margin on Sales • Asset Turnover • Ratios: Stock, Debtor, Creditor, Liquidity, Current, Quick, Gearing, Employee • Comparisons with Competitors
1100 – 1230	Financial Analysis for Decision-Making Budgets & Budgeting Control • Overhead Costs & Capital Expenditure • Useful Techniques for Forecasting & Reporting • Effective Cash Management to Ensure Liquidity • Improving Profitability
1230 – 1245	Break
1245 – 1420	Financial Analysis for Decision-Making (cont'd) Product, Service & Customer Profitability • Practical Financial Techniques & Commercial Factors: Evaluation, Pay-Back Period, NPV & More • Essential Replacements & Legislation Requirements • The Management Role • Investment Risks & Rewards
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4

0730 – 0930	Commercial Risk Management The Risk Pendulum • Risk Bearing, Risk Sharing • Partnership Sourcing & Contracting
0930 – 0945	Break
0945 – 1100	Commercial Risk Management (cont'd) Exclusion Clauses • Insurance • Customer Characteristics & Company Culture
1100 – 1230	Commercial Risk Management (cont'd) Key Contractual Milestones • Residual Obligations & Risks
1230 – 1245	Break
1245 – 1420	Commercial Risk Management (cont'd) Pricing • Account Management
1420 – 1430	Recap
1430	Lunch & End of Day Four

Day 5

0730 – 0830	Commercial Management of Projects <i>Risk Management Through Sensitivity Analysis • Analysis of Price & Volume Changes • Identify the Risky Parameters & Tie them Down</i>
0830 – 0930	Commercial Management of Projects (cont'd) <i>Schedules & Milestones • Budgets for Projects: Labour, Material, Equipment & Other Costs • Preparing Estimates</i>
0930 – 0945	Break
0945 – 1230	Commercial Management of Projects (cont'd) <i>The Project Plan • Monitoring a Project to Success</i>
1230 – 1245	Break
1245 – 1300	Commercial Management of Projects (cont'd) <i>Building in Quality • Overcoming Problems Effectively & Without Penalty</i>
1300 – 1315	Course Conclusion
1315 – 1415	COMPETENCY EXAM
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

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



Course Coordinator

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