

Middle Managers Programme

Delivery method options: Blended learning

SETA Qualification: 48967, NQF Level 6

Learn more at www.dukece.com/africa For more information email:

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BMF
DEVELOPING MANAGERIAL
LEADERSHIP



ABOUT DUKE CE

Duke Corporate Education (Duke CE) South Africa has been ranked **#1 for 11 years** and in the **Top 4** globally for 20 years straight in the Financial Times Global Survey for Customised Executive Education.



DUKE CORPORATE EDUCATION: MEMBER OF THE LARGER DUKE SYSTEM

SCHOOLS



INTERDISCIPLINARY CENTERS



ABOUT THE PROGRAMME

This programme is designed to equip the mid-level manager with skills to lead and manage a unit within the contextual changes brought about by the 4IR/5IR.

The programme simultaneously builds business advising and consulting management and leadership competencies as portable skills.

This programme focuses on business planning, customer experience management, problem solving and decision making, ethical leadership, within the four domains:

- Leadership
- self-management
- people management and
- management of the organization.



TARGET AUDIENCE

The target audience is individuals who are in middle management or anyone who wants to advance their career as a middle manager.



ENTRY REQUIREMENTS

Minimum of NQF Level 5 (a post matric certificate programme) and at least 3 years junior management experience.



DURATION AND MODALITY

Seven modules over twelve months making the learning journey easy for those in employment.

Learners enjoy a blended learning journey through online learning and virtual facilitator interaction through instructor-led focus sessions via the My Duke CE online portal.

PROGRAMME HIGHLIGHTS



Facilitator-led sessions



Dialogue Circles



PoE Coaching Support



Assessments

MODULE OUTCOMES

- 1 Neuroscience in management & leadership**
 - Apply neuroscience to understand management and leadership principles
 - Align own management and leadership style to the business culture

- 2 Design thinking for creativity and innovation**
 - Present a well-structured argument derived from qualitative and/or quantitative data to map new knowledge and generate a competitive advantage
 - Demonstrate knowledge and understanding of e-business as a competitive tool

- 3 Development of a business case/plan for innovative growth**
 - Develop and implement a business case for an innovative new idea

- 4 Data & financial analytics for decision making**
 - Evaluate the financial practices of a business
 - Apply financial ratios to ensure effective decision making

- 5 Customer centric market intelligence**
 - Understand customer centric marketing strategies
 - Apply basic business marketing practices
 - Develop and Manage Marketing Plans and Strategies

- 6 Operations excellence for high performance organisations**
 - Apply basic human resources practices
 - Apply business performance management practices

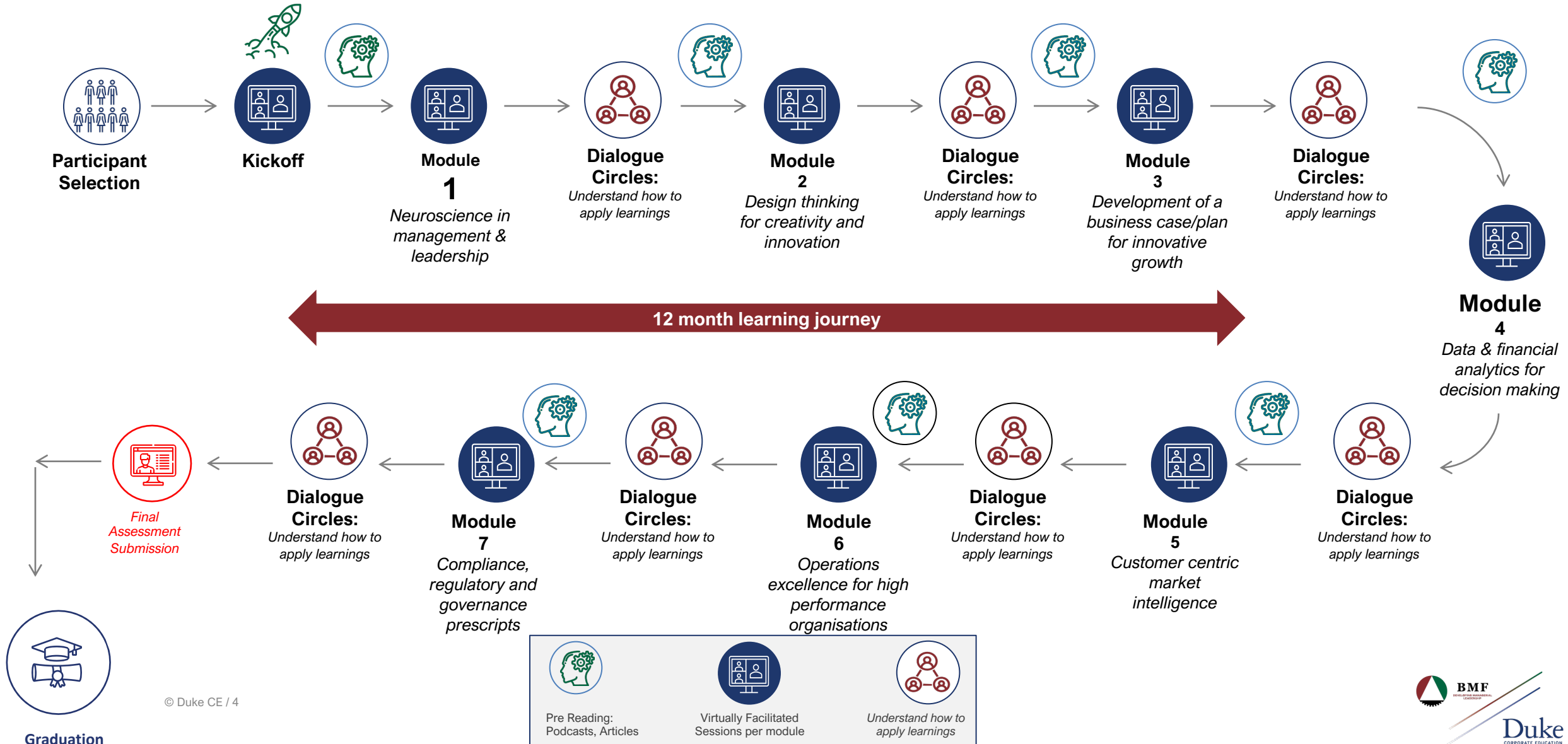
- 7 Compliance, regulatory and governance prescripts**
 - Apply concepts and principles relevant to the practical aspects of corporate governance and accountability
 - Apply the principles of ethics and professionalism to a business environment

PROGRAMME OUTCOMES

- Apply leadership and management theories to manage a business unit
- Apply design thinking to build a business case around an innovative idea for growth and sustainability
- Use data and financial analytics to improve decision making
- Apply customer centric marketing practices
- Manage operational excellence for high performance
- Ensure compliance with all regulatory prescripts



MIDDLE MANAGERS PROGRAMME NQF LEVEL 6



APPLICATION AND REGISTRATION PROCESS

For additional information send email to:

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Martha.mabena@bmfonline.co.za

Complete application online application form and submit application via online portal

Once approved
Pay registration fee of R3,500.00 and complete registration

Attend the onboarding session

Duke

CORPORATE EDUCATION

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