

TALENT & TRAINING  
by SA.C

# BUSINESS UNIT MANAGEMENT

PROGRAM BROCHURE



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# Program Objectives

*At the end of the training, participants will be able to:*

- Acquire the fundamentals of effective management, including goal-setting and prioritization using the SMART model.
- Enhance their ability to manage and optimize team performance in diverse settings, including hybrid teams.
- Develop strategies to lead confidently in times of crisis.
- Gain essential knowledge of marketing and financial concepts critical to business success.
- Master the art of budgeting and resource management.
- Strengthen strategic thinking and planning capabilities to align departmental activities with organizational goals and long-term success.



In today's competitive business environment, business unit managers are pivotal in driving success. This program equips managers with the critical skills needed to lead teams, manage resources, and align strategic objectives to enhance their organization's performance.

*By combining theory with practical tools, participants gain actionable insights into management, leadership, financial literacy, and strategic planning. Workshops and real-world applications ensure participants leave with confidence to lead effectively, optimize team performance, and contribute to their organization's success.*



# Program Modules

## Module 1: Fundamentals of Business Unit Management

*Understand the core principles of management and adapt your role to various organizational contexts.*

## Module 2: Goal Setting and Prioritization

*Learn the SMART model for setting clear, actionable goals and prioritize tasks to optimize individual and team productivity.*

- ▶ **Techniques for setting clear, measurable, and attainable objectives.**
- ▶ **Methods to prioritize tasks effectively for maximum efficiency.**

## Module 3: Strategic Thinking and Planning

*Develop strategic thinking and planning skills to align team efforts with organizational goals.*

- ▶ **Rising long-term goals and aligning departmental efforts with organizational strategies.**
- ▶ **Translating strategic objectives into actionable plans.**

## Module 4: Leadership and Team Dynamics

*Master the foundational principles of team management to build and lead high-performing teams.*

- ▶ **Build and manage high-performing teams.**
- ▶ **Understand team dynamics and leverage strengths for success.**



# Program Modules

## Module 5 : Effective Communication

*Enhance communication and leadership skills to inspire trust, authority, and collaboration.*

- ▶ Enhancing communication skills to inspire and lead effectively.
- ▶ Cultivating trust and authority as a leader.

## Module 6 : Conflict Management and Problem Solving

*Acquire practical tools to manage and resolve conflicts effectively while fostering teamwork.*

- ▶ Tools and techniques for addressing and resolving conflicts.
- ▶ Strategies to foster collaboration and overcome challenges.

## Module 7 : Performance Management

*Learn to analyse and improve team performance while fostering a culture of collaboration and trust.*

- ▶ Driving team performance through analysis and targeted interventions.
- ▶ Creating a culture of cohesion and collaboration.

## Module 8 : Hybrid and Remote Team Management

*Develop strategies to manage hybrid teams effectively, ensuring productivity, engagement, and inclusivity.*

- ▶ Best practices for managing hybrid teams and maintaining productivity.
- ▶ Building and solidifying team trust and engagement in remote settings.
- ▶ Conducting effective meetings for hybrid teams.

## Module 9 : Crisis Management

*Gain the skills to prepare for, respond to, and communicate effectively during crises to maintain stability and reputation.*

- ▶ Identifying risks and creating management and communication plans before crises arise.
- ▶ Implementing crisis plans, adapting to real-time changes, and managing reputation.

# Program Modules

## Module 10: Marketing Essentials

*Understand key marketing concepts to align team activities with organizational marketing strategies.*

- ▶ Core marketing principles to align departmental efforts with organizational goals.
- ▶ Customer segmentation and positioning strategies.

## Module 11: Finance and Budgeting:

*Build financial acumen and budgeting skills to allocate resources effectively and support strategic decision-making.*

- ▶ Understanding key financial concepts and their impact on decision-making.
- ▶ Techniques for creating and managing budgets effectively.
- ▶ Using the Business Model Canvas to develop and analyse strategic business models.



# Pedagogical Approach

This training is offered in an in-person and online format for a group of up to 10 participants.

## Educational Tools:

This training program combines visual presentations (PowerPoint), practical exercises (written and oral), and assessments (written and oral) to ensure participants are fully immersed.

A detailed course manual (in print format), supplemented with explanatory videos projected via a video projector, ensures a thorough understanding of the material.

## Each participant benefits from:

- ▶ *An evaluation of their needs and profile.*
- ▶ *Theoretical contributions and structured educational sequences organized into various modules.*
- ▶ *Experience sharing and feedback sessions.*
- ▶ *The provision of pedagogical materials.*
- ▶ *Interactive exchanges.*
- ▶ *Guidance from an expert trainer in their field.*



FACULTY EXPERT

Dr. Souzan  
**AZIZIAN** DBA, PhD



## TALENT & TRAINING

Dr. Azizian is a renowned consultant with expertise in entrepreneurship, strategy, and business management. She holds both a Doctor of Business Administration and a PhD in Business Administration and Operations Management and is certified by HEC in Leadership. With over 20 years of management experience, she has guided numerous executives and managers in achieving their professional goals and making informed strategic decisions. Dr. Azizian continues to inspire leaders by offering valuable insights and effective strategies to navigate the complex world of business.





FACULTY EXPERT

Dr. Olivier  
**CANE** PhD

**KEDGE**  
BUSINESS SCHOOL

**SABI**  
UNIVERSITY

## TALENT & TRAINING

Dr. Cane is the President of Riviera University, an accomplished entrepreneur, and a graduate of Kedge Business School's Grande École de Management program. He holds a doctorate in Management and has over 30 years of experience as a business leader in France and internationally. Dr. Cane combines strategic expertise with hands-on operational experience and shares his knowledge by teaching management at prestigious institutions, including Jiao Tong University in Shanghai and Genovasi University College in Malaysia. His dual expertise, both academic and practical, coupled with extensive collaborations in Asia, enables him to provide a global and insightful perspective on management, aligned with current business challenges.



FACULTY EXPERT

Ms. Jackie  
CELESTIN-ANDRÉ

MBA

Northwestern  
Kellogg

**G**  
GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION

## TALENT & TRAINING

Ms. Celestin-André is a Marketing & Branding Consultant with over 25 years of expertise in marketing, product development, and digital marketing. She has led teams across seven countries, driving business expansion for diverse brands on four continents. Her expertise includes formulating and implementing business development strategies, sales initiatives, and integrated marketing campaigns that drive sustainable growth and profitability. An innovative strategist with an entrepreneurial approach to digital visibility, she specializes in developing tailored solutions to tackle complex issues arising from globalization and market fragmentation. Ms. Celestin-André consistently delivers tangible results that drive sustainable growth in an ever-evolving business landscape.

# Cost per participant and additional information

**Apply Now**

[talenttraining.fr/Business Unit Management](https://talenttraining.fr/Business%20Unit%20Management)

 **Tuition Fee: 5,900€**

(includes coffee breaks, lunch, and study materials).

In-person and online options, accommodating up to 10 participants.



**Dates:**

According to the calendar



**Location:**

Paris



**Duration:**

6 Days / 42 hours



**Schedules:**

09h00-12h30/13h30-17h00

**Your partner  
towards  
professional  
success.**

**contact:**

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Mail : [contact@talenttraining.fr](mailto:contact@talenttraining.fr)



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## Target Audience

This program is specifically designed for managers who oversee teams or departments and are seeking to enhance their management and leadership capabilities.

### **This program is tailored for:**

Mid-level managers.

Business unit leaders.

Professionals transitioning into leadership roles.

# Contact

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Our expert advisors are ready to assist you.

**Apply Now**

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