








Business Consultants Network E-Learning Catalogue

Program	Module	Code			
> MANAGEMENT TECHNIQUES					
Manage people					
Recruitment	Techniques for interviewing new entrants	OJMH001	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Simulation of a recruitment interview with a new entrant	OJMH002	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to prepare for a recruitment interview with an experienced executive	OJMH003	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Conducting a recruitment interview with an experienced executive	OJMH004	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Concluding the recruitment process	OJMH005	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delegation	What is delegation?	OJMH028	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	What is the best way to delegate?	OJMH030	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Monitoring delegation	OJMH054	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	What to do when a delegated mission goes wrong	OJMH055	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivating your staff	Identifying your staff members' motivation	OJMH029	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to deal with demotivation	OJMH031	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to motivate your staff by using the V.I.E system	OJMH032	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to effectively praise your staff	OJMH038	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to recognize passivity and overcome	OJMH039	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appraising your staff	The annual appraisal interview: a tiresome obligation or a constructive opportunity?	OJMH044	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	The four golden rules for conducting annual appraisal interviews	OJMH045	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to use the SMAC method to formulate pertinent objectives that motivate your staff	OJMH046	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to conduct appraisal interviews	OJMH047	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to manage difficult appraisal situations	OJMH048	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to monitor objectives agreed during appraisal interviews	OJMH049	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to use the SMART method to formulate pertinent objectives that motivate your staff	OJMH089	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing your staff's skills	What is competence?	OJMH077	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Choosing which skills to develop your team	OJMH078	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Developing skills through training	OJMH079	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Developing skills by delegating	OJMH080	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Giving training feedback	OJMH090	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Developing your team's skills through individual coaching: the GROW approach	OJMH081	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Organizing work so that it acts as training	OJMH082	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The manager-coach	Psychology in management	OJMH034	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to improve your coaching by understanding people better	OJMH036	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Fundamental coaching tools	OJMH040	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	When should you coach? When should you manage	OJMH041	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing for the first time	Taking stock of your role as a manager	OJMH056	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Drawing up the identity card for your unit	OJMH057	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Taking stock of your team	OJMH059	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	The golden rules for being successful in a new managerial role	OJMH060	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Carrying out a diagnosis of your team	OJMH058	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successfully managing face-to-face meetings with your staff	Carry out a successful professional development meeting	OJMH093	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Dealing with a colleague who isn't following the rules	OJMH099	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Responding to poor performance	OJMH100	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Congratulate a colleague	OJMH092	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Succeeding as an occasional trainer	Running a training session: how to prepare for it	OJMH094	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Building a path for your training session	OJMH095	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Using teaching techniques effectively	OJMH096	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Successfully running a training course	OJMH097	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Adapting teaching principles to the learners' profile	OJMH098	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage your team					
Effective meetings	How to prepare your meetings by using the CPA method	OJMH043	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to keep your meetings under control from the very start	OJMH050	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Presenting effectively by using the proper media (replaced by OJMH101)	OJMH033	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to run meetings efficiently	OJMH051	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to conclude your meetings	OJMH052	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Presenting effectively by using the proper media (ojmh101 V2; old ojmh033)	OJMH101	<input type="radio"/>	Jun-06	<input type="radio"/>
Resolving problems as a team	How to get everyone in a large meeting to join in, thanks to the Post-it® method	OJIV003	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Three techniques to help you run meetings efficiently	OJIV004	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Leading a brainstorming session	OJMH069	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building a high-performance team	What is a team?	OJMH071	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	The 4 stages of team development	OJMH072	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Laying your team's foundation	OJMH073	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Creating a united team	OJMH074	<input type="radio"/>		
	Developing team performance	OJMH075	<input type="radio"/>		
Managing interpersonal disputes	How to deal with conflict and disagreements	OJCA003	<input type="radio"/>	<input type="radio"/>	
	Mastering rephrasing	OJCA004	<input type="radio"/>	<input type="radio"/>	
	How to say things are wrong using the DESC method	OJCA014	<input type="radio"/>	<input type="radio"/>	
Understanding change	The psychological process of change	OJMH011	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Understanding resistance to change	OJMH023	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to cope more effectively with personal change	OJMH024	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage change	Getting to know what your change project really involves	OJMH083	<input type="radio"/>		
	Settling a suitable change strategy	OJMH084	<input type="radio"/>		
	Ensuring success by understanding the stakeholders' positions	OJMH064	<input type="radio"/>		<input type="radio"/>
	Organizing the change project	OJMH085	<input type="radio"/>		
	Communicating about the change project	OJMH086	Sep-06		
	Motivating your team to support a change	OJMH053	<input type="radio"/>	<input type="radio"/>	
	Supporting your team members through change	OJMH091	<input type="radio"/>		
	Steering the change project on a daily basis	OJMH087	Sep-06		
	Change leadership : some ethical issues	OJMH088	Aug-06		
Persuade, sell and negotiate					
Selling your ideas	How to find the arguments you need	OJNE001	<input type="radio"/>	<input type="radio"/>	
	Adding strength to your arguments	OJNE002	<input type="radio"/>	<input type="radio"/>	
	Questions that make people say yes	OJNE003	<input type="radio"/>	<input type="radio"/>	
	How to ask questions that lead to a "yes" answer	OJNE004	<input type="radio"/>	<input type="radio"/>	
	How to respond when faced with objections	OJNE005	<input type="radio"/>	<input type="radio"/>	
	Mastering ways to reply to objections	OJNE006	<input type="radio"/>	<input type="radio"/>	
	How to diagnose other people's key motivations?	OJNE007	<input type="radio"/>	<input type="radio"/>	
	How to adapt effectively to other people's motivations	OJNE008	<input type="radio"/>	<input type="radio"/>	
	Closing your deals: an introduction	OJNE014	<input type="radio"/>	<input type="radio"/>	
	Some deal-closing techniques	OJNE015	<input type="radio"/>	<input type="radio"/>	
Selling big projects	Improving your understanding of your prospect's situation	OJNE016	<input type="radio"/>	Apr-06	
	Motivate your target by raising problems that need resolving	OJNE017	<input type="radio"/>		
	Increase your target's motivation by asking implication questions	OJNE018	<input type="radio"/>		
	Master large project selling with the help of a real-world example	OJNE019	<input type="radio"/>	Apr-06	
	Stimulate the other side's interest with questions about results they hope for	OJNE020	<input type="radio"/>	<input type="radio"/>	
Successful negotiation	Adapt your "pitch" to your target's express needs	OJNE021	<input type="radio"/>	Apr-06	
	Work out your negotiating style	OJNE009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	How to avoid haggling or positional bargaining	OJNE010	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Understanding the mutual gains approach	OJNE013	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Maintaining a good working relationship when negotiating	OJNE011	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Getting ready to negotiate	OJNE012	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead a project					
Project management	Defining a project and everyone's role in it	OJCP004	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Using milestones to conduct a project	OJCP005	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Splitting up your project	OJCP006	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Organizing a project and negotiating for resources	OJCP007	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Launching a project, ensuring the conditions for its success	OJCP008	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Controlling your project	OJCP009	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Closing your project	OJCP010	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Managing project risk	OJCP011	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Managing human factors in projects	OJCP012	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Post-project change management	OJCP013	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transverse Management	What is transverse management?	OJMH062	<input type="radio"/>		<input type="radio"/>
	Developing Cooperative Behavior	OJMH063	<input type="radio"/>		<input type="radio"/>
	Ensuring success by understanding the stakeholders' positions	OJMH064	<input type="radio"/>		<input type="radio"/>
	Asserting your leadership in a non-hierarchical relationship	OJMH065	<input type="radio"/>		<input type="radio"/>
	Preparing a convincing presentation	OJMH070	<input type="radio"/>	Jul-06	
Networking	OJMH066	<input type="radio"/>		<input type="radio"/>	
> PERSONAL MANAGEMENT SKILLS					
Develop your personal efficiency					
Formulating your goals	What is a good goal?	OJEP001	<input type="radio"/>	Jul-06	<input type="radio"/>
	Fix your goals clearly to reach them better	OJEP002	<input type="radio"/>	Jul-06	<input type="radio"/>




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Time management	Analyze the organization of your work and your priorities	OJEP012	<input type="radio"/>	<input type="radio"/>	
	Recognize the factors in time-wasting	OJEP013	<input type="radio"/>	<input type="radio"/>	
	Use the tools for planning and remembering	OJEP014	<input type="radio"/>	<input type="radio"/>	
	How to deal with everyday interruptions	OJEP037	<input type="radio"/>	<input type="radio"/>	
	How to manage trouble-makers	OJEP004	<input type="radio"/>	<input type="radio"/>	
Develop your personal skills					
Develop your emotional intelligence	What is emotional intelligence?	OJCA009	<input type="radio"/>	Apr-06	
	Understanding emotions to master them better	OJCA011	<input type="radio"/>	Jul-06	
	How to control your emotions	OJCA012	<input type="radio"/>	Jul-06	
Manage your stress	What is stress?	OJEP016	<input type="radio"/>	Jul-06	<input type="radio"/>
	Analyze and assess your stress	OJEP015	<input type="radio"/>	Jul-06	<input type="radio"/>
	Facing up to the typical stresses of being a manager	OJEP017	<input type="radio"/>	Jul-06	<input type="radio"/>
Strengthen your creativity	Walt Disney and the art of making ideas a reality (v 2)	BCIV001	<input type="radio"/>	Jul-06	
	Analyzing a complex problem by using an "issue tree"	BSST017	<input type="radio"/>	Jul-06	
	Boost your thinking power with the help of mind maps	OJIV005	<input type="radio"/>	<input type="radio"/>	
Alternative decision-making	Hints for better decisions making	BCEP004	<input type="radio"/>	<input type="radio"/>	
Work on your relationship skills					
Mastering interpersonal communication	Five principles of communication	OJCA010	<input type="radio"/>	<input type="radio"/>	
	Identify your own style of communication	OJCA005	<input type="radio"/>	<input type="radio"/>	
	Reinforce your listening skills	OJCA013	<input type="radio"/>	<input type="radio"/>	
	What is empathy?	OJCA015	<input type="radio"/>	<input type="radio"/>	
	Using empathy to resolve tense situations	OJCA016	<input type="radio"/>	<input type="radio"/>	
Assertiveness and self-confidence	What is self-confidence?	OJCA006	<input type="radio"/>	<input type="radio"/>	
	How to ask for things and say no	OJCA007	<input type="radio"/>	<input type="radio"/>	
	How to be assertive in difficult situations	OJCA008	<input type="radio"/>	<input type="radio"/>	
> MANAGEMENT FUNDAMENTALS					
Understand financial and management mechanisms					
Fundamentals of finance	Introduction to finance	BSFI025	<input type="radio"/>		
	What is a balance sheet?	BSFI021	<input type="radio"/>		
	What is an income statement?	BSFI022	<input type="radio"/>		
	Understanding the cash flow statement	BSFI023	<input type="radio"/>		
	Financial statement analysis	BSFI024	<input type="radio"/>		
	Intermediate margins	BSFI027	<input type="radio"/>		
	Understanding consolidation	BSFI028	<input type="radio"/>		
	Corporate taxation: the broad framework	BSFI029	<input type="radio"/>		
			BSFI026	<input type="radio"/>	
The building blocks of financial analysis	How to analyze an income statement	BSFI026	<input type="radio"/>		
	What is the scissors effect?	BSFI008	<input type="radio"/>	<input type="radio"/>	
	How to calculate a company's breakeven point	BSFI009	<input type="radio"/>	<input type="radio"/>	
	What are breakeven analysis and operating leverage?	BSFI010	<input type="radio"/>	<input type="radio"/>	
	What is working capital?	BSFI015	<input type="radio"/>	<input type="radio"/>	
	Financial analysis of working capital	BSFI016	<input type="radio"/>	<input type="radio"/>	
	How to analyze a cash flow statement	BSFI020	<input type="radio"/>	<input type="radio"/>	
Understanding financial instruments	What is a share?	BSFI013	<input type="radio"/>		
	How shares are valued	BSFI014	<input type="radio"/>		
	What is a bond?	BSFI011	<input type="radio"/>		
	Valuing bonds - the underlying principles	BSFI012	<input type="radio"/>		
	What is an option?	BSFI017	<input type="radio"/>		
	What determines the value of an option?	BSFI018	<input type="radio"/>		
Fundamentals of financial management	Management Control: managing performance	BSCG001	<input type="radio"/>	<input type="radio"/>	
	Transfer prices and responsibility centers	BSCG002	<input type="radio"/>	<input type="radio"/>	
	What is a cost?	BSCG003	<input type="radio"/>	<input type="radio"/>	
	Cost price: from partial costs to full costs	BSCG011	<input type="radio"/>	<input type="radio"/>	
	Cost price: from full costs to the ABC method	BSCG004	<input type="radio"/>	<input type="radio"/>	
	Understanding the sources of value creation: ROCE and EVA	BSCG010	<input type="radio"/>	<input type="radio"/>	
	Understanding the principles of the forecasting process	BSCG005	<input type="radio"/>	<input type="radio"/>	
	Constructing and managing a budget	BSCG009	<input type="radio"/>	<input type="radio"/>	
	From broad strategy to daily management with the Balanced Scorecard	BSCG007	<input type="radio"/>	<input type="radio"/>	
Preparing your operating report	BSCG008	<input type="radio"/>	<input type="radio"/>		

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Understand marketing principles					
Introducing marketing	What is marketing?	BSMK023	<input type="radio"/>	<input type="radio"/>	
	Researching your market	BSMK031	<input type="radio"/>	<input type="radio"/>	
	Consumer behavior	BSMK018	<input type="radio"/>	<input type="radio"/>	
	Understanding segmentation	BSMK024	<input type="radio"/>	<input type="radio"/>	
Build your "marketing mix"	What is the marketing mix?	BSMK025	<input type="radio"/>	<input type="radio"/>	
	Analyzing your products	BSMK034	<input type="radio"/>	<input type="radio"/>	
	Choosing your pricing policy	BSMK033	<input type="radio"/>	<input type="radio"/>	
	Understanding the key ideas of distribution	BSMK032	<input type="radio"/>	<input type="radio"/>	
	Understanding the basics of communication	BSMK029	<input type="radio"/>	<input type="radio"/>	
	Understanding the basics of advertising	BSMK028	<input type="radio"/>	<input type="radio"/>	
Fixing and applying a marketing strategy	Choosing the correct market positioning for your product	BSMK022	<input type="radio"/>	<input type="radio"/>	
	Audit your marketing program	BSMK027	<input type="radio"/>	<input type="radio"/>	
	Determine your marketing strategy	BSMK026	<input type="radio"/>	<input type="radio"/>	
	Create your marketing plan	BSMK030	<input type="radio"/>	<input type="radio"/>	
The brand	What is a brand?	BSMK009	<input type="radio"/>		
	How to build a brand identity	BSMK010	<input type="radio"/>		
	How to measure the intangible asset value of a brand	BSMK011	<input type="radio"/>		
	The ideal positioning of a brand	BSMK012	<input type="radio"/>		
Launching a new product	From the idea to concept validation	BSMK019	<input type="radio"/>	<input type="radio"/>	
	How to define the marketing mix	BSMK020	<input type="radio"/>	<input type="radio"/>	
	Launching in practice	BSMK021	<input type="radio"/>	<input type="radio"/>	
Customer loyalty	Define your customer loyalty program	BSMK001	<input type="radio"/>		
	How to identify the levers for establishing loyalty	BSMK003	<input type="radio"/>		
	Decide your loyalty development mix	BSMK004	<input type="radio"/>		
	Optimize your customer segmentation	BSMK002	<input type="radio"/>		
	Pre-test your loyalty development program	BSMK005	<input type="radio"/>		
	Launching your loyalty development program	BSMK006	<input type="radio"/>		
Build your managerial "culture"	What does it mean to be client-oriented?	OJMH027	<input type="radio"/>		
Understand human resources issues					
Recruitment	Techniques for interviewing new entrants	OJMH001	<input type="radio"/>	Jul-06	<input type="radio"/>
	Simulation of a recruitment interview with a new entrant	OJMH002	<input type="radio"/>	Sep-06	
	How to prepare for a recruitment interview with an experienced executive	OJMH003	<input type="radio"/>	Jul-06	
	Conducting a recruitment interview with an experienced executive	OJMH004	<input type="radio"/>	Jul-06	
	Concluding the recruitment process	OJMH005	<input type="radio"/>	Sep-06	
Understand strategy					
The fundamentals of a company's strategy	What is a company's strategy?	BSST006	<input type="radio"/>	Jul-06	
	Guidelines for drawing up a strategic project	BSST007	<input type="radio"/>	Jul-06	
	Mastering SWOT analysis	BSST008	<input type="radio"/>	Sep-06	
	Analyzing market dynamics	BSST018	<input type="radio"/>	Jul-06	
	Building your strategy at the business level	BSST009	<input type="radio"/>	Jul-06	
	Analyzing a complex problem by using an issue tree	BSST017	<input type="radio"/>	Jul-06	
	What is a cost strategy?	BSST011	<input type="radio"/>		
	Conducting a cost strategy successfully	BSST012	<input type="radio"/>		
	What is differentiation strategy?	BSST013	<input type="radio"/>		
	Conducting a differentiating strategy successfully	BSST014	<input type="radio"/>		
	The value chain and competitive advantage	BSST010	<input type="radio"/>	Jul-06	
	Analyzing your competitive position	BSST015	<input type="radio"/>	Jul-06	
	Value creation and strategy	BSST016	<input type="radio"/>	Jul-06	
Understanding the theory of resources	Theory of competitive advantage by Michael Porter	BSST002	<input type="radio"/>		
	The limits of Porter's model	BSST003	<input type="radio"/>		
	Redefining strategy through the theory of resources	BSST004	<input type="radio"/>		
Understanding corporate strategy	What is corporate strategy?	BSST019	<input type="radio"/>		
	The keys to the success of a corporate strategy	BSST020	<input type="radio"/>		
Corporate responsibility and sustainable development	Understanding the challenges of corporate responsibility and of sustainable development	BSST029	<input type="radio"/>		
	Understanding your economic impact and improving your relationship with stakeholders	BSST030	<input type="radio"/>		
	Managing in a socially responsible way	BSST031	<input type="radio"/>		
	Acting in an ecologically responsible way	BSST032	<input type="radio"/>		
Supply chain					

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Program	Module	Code			
The basics of supply chain management	What is the supply chain?	BSSC001	○		
	The best ways to guide flows in the supply chain	BSSC002	○		