



Workshop on The Advanced Management Course

February 2 – 6, 2026

**Venue: Seaview Garden Hotel, Isha B Roche C/o Trust Bank Ltd,
Banjul, Kololi, Gambia**

Course Fee: \$4,000 per Participant

Program Overview

The Advanced Management Course is designed for experienced professionals seeking to enhance their leadership skills and strategic thinking capabilities. This intensive program provides participants with advanced insights and practical tools necessary to navigate complex business environments and drive organizational success.

This program will equip participants with the advanced skills and strategic insights necessary to lead effectively in today's rapidly evolving business landscape. Through a blend of theoretical knowledge and practical applications, participants will emerge with the confidence and capability to drive sustainable growth and innovation within their organizations.

For Whom:

This program is designed for experienced managers, senior executives, and business leaders who are responsible for driving organizational growth and managing teams. Participants who have at least five years of managerial experience and are looking to advance their careers to the next level.

Course Outline:

Day 1: Introduction to Advanced Management

- Overview of Advanced Management Principles
- Importance of Strategic Leadership

Strategic Leadership

- Defining Strategic Leadership
- Role of Vision and Mission in Leadership
- Developing Leadership Skills

Day 2: Strategic Decision Making

- Decision Making Models and Frameworks
- Strategic vs. Tactical Decision Making
- Case Studies on Effective Decision Making

Organizational Dynamics

- Understanding Organizational Behavior
- Team Dynamics and Team Building
- Conflict Resolution Strategies

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

Website: www.hcaglobalconsult.com; Email: info@hcaglobalconsult.com, hcaglobalconsult@gmail.com

Tel: Office Lines: Mon – Fri | 8am-5pm | 2348117491970 | 2348145745664 |

Other Lines: 24/7 2348029170491 | 2348068933608 | 2348051365946 | 2348184727337

Day 3: Innovation and Change Management

- Managing Innovation Processes
- Implementing Change Successfully
- Overcoming Resistance to Change

Financial Management and Analysis

- Financial Decision Making
- Budgeting and Cost Control
- Financial Analysis Techniques

Day 4: Marketing and Strategic Brand Management

- Strategic Marketing Concepts
- Building and Managing Brands
- Digital Marketing Strategies

Operations and Supply Chain Management

- Operations Strategy and Efficiency
- Supply Chain Optimization
- Quality Management

Day 5: Global Business Strategies

- Managing in a Global Context
- Cross-cultural Management
- Global Market Entry Strategies

Ethics and Corporate Social Responsibility

- Ethical Leadership
- Corporate Governance

Personal Development and Self-Leadership

- Self-awareness and Emotional Intelligence
- Leadership in the Digital Age

This course package includes: Course material in soft copy, Tea break, Lunch, City tour, and certificate of attendance.

A Core 1.5 laptop with the soft copy of the course material loaded with a carrying bag will be presented to the participants at the end of the course.

Note: Payment is either USD or the prevailing parallel market rate. We do not accept government official rate.

Training Methodology

- **Methodology:** Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods

For bookings and inquiries, call: +234-8051365946, +234-7087578814 (Office Lines)

24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Or send us an email: info@hcaglobalconsult.com or hcaglobalconsult@gmail.com

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