Project & Portfolio Value Creation

Building capabilities and value, One block at a time

FOUNDATIONS OF BUSINESS ADMINISTRATION:

Expanding Horizons With Critical Business Skills

WHO SHOULD ATTEND

- Participants and entrepreneurs involved in R&D, Project Management, Product Development, Technology Management, and Business Development
- Targeted industries include Pharma & Biotech, Consumer Goods, IT, and Financial Services

PARTICIPANTS WILL LEARN:

- Economics of Business – economic systems, competition, and business
- Organizational Structures – principles of business design
- Accounting Practices and Principles – financial statements and analysis
- Financial Management – cash flow and management of the firm's finances
- Project Management – scope and quality within time and budget
- Risk Management – identification, quantification, and mitigation
- Production & Operations Management – quality, cost, and productivity
- Distribution & Supply Chain Management – marketing channels and supply chain
- Marketing Management – buyer behavior and marketing strategies
- Human Resource Management – management theories and employee motivation

2008 SCHEDULE

- **Public courses** – to be determined
- **Private and customized courses** – can be scheduled with 30 days advanced notice

To Register:
E-Mail: rbayney@ppvc.net Web: www.ppvc.net Tel: (267) 269-3391

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WORKSHOP LEADER

Dr. Richard Bayney is President & Founder of Project & Portfolio Value Creation (PPVC), a consulting boutique providing Training and Education in Project, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is a Faculty member at University of Pennsylvania lecturing to graduate and executive students in Project Portfolio Management and Decision Modeling, and University of the Sciences in Philadelphia lecturing to MBA students in Strategic Planning & Competitive Intelligence and Product Brand Management. Richard is a frequent speaker in 'Portfolio & Resource Management, Risk Analysis & Risk Management, and Strategic Planning in Drug Development' and is an Advisory Board Member to Cambridge Healthtech Institute.

Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. He has spent 11 years building and leading departments in Strategic Planning, Decision Analysis, and Portfolio Management, 2 years as an International Project Manager for a marketed cardiovascular drug, and 10 years in Molecular Biology research into gene expression in drug detoxification systems and in Alzheimer's Disease.

Dr. Bayney obtained his M.Sc. and Ph.D. from University of London, MBA from Columbia University, and PMP from the Project Management Institute.

REGISTRATION

- The cost of the course is US $2,500 and preliminary registration can be secured by contacting Dr. Bayney at rbayney@ppvc.net
- Group discounts of 10 or more participants from the same organization are available
- Checks made payable to 'Project & Portfolio Value Creation' should be sent to 37 Terrell Drive, Washington Crossing, PA 18977, USA
- Binder materials as well as breakfast, lunch, and beverages are provided throughout the course
- Cancellations made more than 30 days in advance of a course will be fully credited toward a future course; alternatively, a refund less a $500 fee will be mailed via check
- No credits or refunds are possible if cancellations are made less than 30 days in advance of a course.

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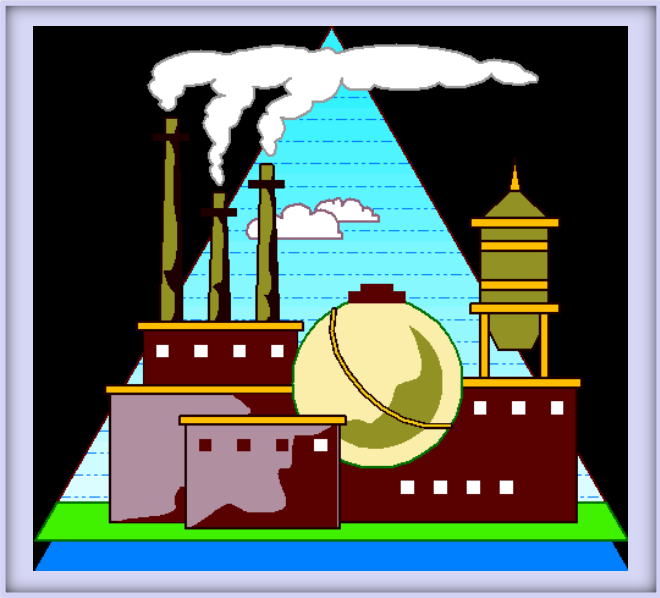
DAY 1

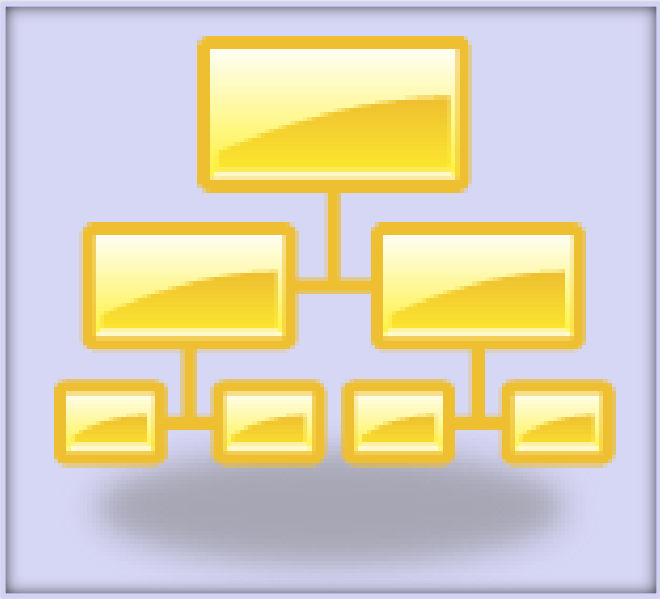
BUSINESS ENVIRONMENT



- Firms that understand the dynamics of regional, national, and international businesses will be best positioned to plan for and create the future marketplace

- Economics as the foundation of business survival, growth, and profitability
- Economic systems and social, technological, and demographic trends
- Competition in an evolving, global marketplace
- Approaches to international business and regulation
- Ethical decision-making and management of a socially responsible business.

ORGANIZATIONAL STRUCTURES



- Whether centralized or de-centralized, firms that create flexible structures will be able to capitalize on opportunities that require a myriad of hybrid networks and Teams

- Principles of formal and informal organizations
- Organization to enable division of labor, unity of command, and span of control
- Product, functional, matrix, and territorial structures
- Virtues and requirements of Teams that cross organizational boundaries
- Current trends in virtual and adaptive organizational design

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DAY 2

ACCOUNTING PRINCIPLES & PRACTICES

- Good Accounting practices allow economic information to be communicated and enable investors to decide on maintaining or liquidating their investments in the firm

- The Accounting cycle, the Accounting equation, and double-entry bookkeeping
- The Balance Sheet and its application to good financial management
- Components of the Income Statement and measuring profitability
- The Statement of Cash Flows to assess the impact of past decisions
- Analysis of financial statements to gauge business performance

FINANCIAL MANAGEMENT

- Successful management of a firm's finances depends on discipline and creativity in generating sustainable value for the markets and customers that it consciously serves

- Cash flow planning by determination of business inflow and outflow needs
- Short- and long-term financing sources of business funds
- Generation of revenues from excess funds with high liquidity investments
- Management of a firm's finances through working capital and good financial controls
- The roles of different financial institutions in business

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DAY 3

PROJECT MANAGEMENT

- Excelling in Project development enables quality Products with the necessary features to be delivered within a firm's resource constraints to customers in a timely manner

- Essentials of effective Project Management as a cornerstone to business survival
- The core capabilities of successful Project Management
- Beyond the dimensions of the triple constraint
- Project Management as a bridge to Program and Portfolio Management
- Transformation of Project Teams to High Performing Teams

RISK MANAGEMENT

- Managing risks appropriately is crucial to the successful development of Projects that help provide a steady stream of revenues to help a business grow

- Decomposition of risk into controllable and uncontrollable elements
- Elicitation of reliable information from experts through minimization of biases
- Quantification of risk using probability of success estimates
- Determination of overall Project risk by assessment of phase-dependent risks
- Establishment of appropriate hurdles during early stage gate development

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DAY 4

PRODUCTION & OPERATIONS MANAGEMENT

- The focus of all firms is to internalize processes dedicated to increasing productivity at competitive operational costs to remain nimble and successful

- Organization of production and operations processes
- Management of materials, purchasing, and inventory
- Impact of technologies on Product development
- Quality control, quality circles, and productivity enhancement
- Safety maintenance for employees, Products, and the environment

DISTRIBUTION & SUPPLY CHAIN MANAGEMENT

- Maximization of the firm's value chain depends on seamless integration between distributors that get Products to consumers and the chain that supplies these goods

- Marketing channels, marketing intermediaries, and market coverage
- The evolution of vertical integration and the vertical marketing system
- Wholesaler types and performance of services
- Store and non-store retailers and the wheel of retailing
- Supply chain management and physical distribution

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DAY 5

MARKETING MANAGEMENT

- Successful firms are identified by successful brands that need to be delivered to target markets at the right time and with the right features that command consumer attention

- Development of great marketing strategies through market segmentation and the 4 P's
- Effective Market Research to create opportunity space
- Exploration of the consumption chain and buyer behavior
- Product identification with smart branding, packaging, and labeling
- Use of effective promotion and advertising to gain Product acceptance and pricing

HUMAN RESOURCE MANAGEMENT

- As communication and geographic boundaries disappear, successful firms will be rewarded if they invest in attracting and nurturing great talent for the long-term

- Management theories and their relevance to today's business needs
- Recruitment and longevity of high performing employees
- Motivation of employees beyond compensation schemes
- Stabilization of a working environment by building bi-directional trust and loyalty
- Assessment of the implications of changing demographics to the workplace

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