

BUILDING A HIGH-PERFORMING MINORITY BUSINESS

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Have you got an ambitious growth plan? Do you want to build a successful business by learning from world class business schools' faculty and global entrepreneurs?

MSDUK is delighted to bring together academics and practitioners from Ivy League's Tuck School of Business, USA and Aston Business School, UK to deliver an exceptional residential programme for minority-owned businesses. This unique opportunity for diverse ethnic minority owned businesses is also combined with attendance to our global conference to meet C-Suite business leaders and entrepreneurs from across the world!

WHEN AND WHERE

17 September 2019
MSDUK Conference
Leonardo Royal Hotel, London Tower Bridge
(formerly Grange Tower Bridge Hotel)

18 - 21 September 2019
Residential Programme
Grange Wellington Hotel, London

PROGRAMME SCHOLARSHIP

A limited number of scholarships offered by MSDUK Corporate members are available to cover the full programme cost of £3,000, which includes:



Full residential academic fee (tuition, course material)



4 nights accommodation (Standard Double room)



MSDUK 2019 Conference Entry Fee

ELIGIBILITY



MSDUK/ NMSDC/ CAMSC/ SASDC/Supply Nation certified minority owned business



Minimum 3 years in operation



Revenue/ Turnover range: £500k+

RESIDENTIAL PROGRAMME

17TH - 21ST SEPTEMBER 2019

Building a High-Performing SME Programme focuses on strategy and implementation to drive results. The programme is designed for owners of minority owned business who are committed to advancing their business capabilities. Participants examine their businesses as case studies and apply core business concepts through real-world applications. A curriculum mixing strategy and operations helps these owners leverage the value chain to full advantage. Participants also explore financial statements to understand better how to improve cash flow and increase profits.

TOPICS INCLUDE:



Developing and Implementing Strategy for High Performance



Understanding Your Financial Statements



Planning Cash Flows



Financing Your Business



Developing and Implementing Marketing Strategies



Refining Your Operations Strategy and Key Processes



Managing Your Business for Profitability Growth



Procurement Masterclass

REFUNDABLE DEPOSIT

All successful applicants will need to pay a refundable deposit of £500 to reserve their place on the programme. The deposit will be forfeited if attendees do not participate in the full programme including the conference. The deposit will need to be paid by 16th August 2019 to reserve the place. Deposit will be refunded after full attendance and will be paid back by 31 October 2019.

PROGRAMME LEADERS

Delivered by world-class academics and practitioners from Ivy League's Tuck School of Business, Dartmouth, USA and Aston Business School, Birmingham.



Leonard Greenhalgh

**Professor of Management:
Faculty Director of
Minority Business
Programs, Tuck School of
Business, USA**

Leonard's research expertise includes strategy, strategy implementation, changing demographics, negotiation, and entrepreneurial business. He is co-author, with James H. Lowry, of "Minority Business Success: Refocusing on the American Dream," and author of "Managing Strategic Relationships."



Mark Hart

**Academic Director, Aston
Business School**

Mark is Deputy Director of the ERC and Professor of Small Business and Entrepreneurship at Aston Business School. A 2014 recipient of the Queen's Award for Enterprise Promotion, he has played a national role in promoting enterprise skills and supporting entrepreneurs as well as advising government on small business and entrepreneurship matters.

Application deadline:
26th July 2019

Complete the application form attached

For more information contact:

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