



ROCHESTON®
CERTIFIED MBL

Certified by Rocheston®

cMBL® Certification Program Guide

Certified Master of Business Leadership Certification (cMBL) Program

“You don’t need a degree to be an entrepreneur”

Post graduates with an MBA (Masters in Business Administration) are seen as a pre-requisite for management positions. We are creating shepherds and managers when the world needs innovators and leaders.

Accomplishment is the trend for hiring. We don’t stop to think, what does this tell us of skill and aptitude? What do we know of the candidate's knowledge and passion?



We don't live in an era of standardization. Mass production and adaptability have led to globalization. In such a background, standard degrees are no good. They have become outdated practices we cling to without question.

“Certified Masters in Business Leadership” (cMBL) is THE leadership certification. **cMBL is tailored to sculpt leaders and innovators.** It is the yard stick to judge the skill of executives looking to innovate in industry.





Where will you use **cMBL**?

In this age, an ideal entrepreneur is a confident person, driving growth in business. They invoke evolution.

These change-makers include Bill Gates, Mark Zuckerberg, and Steve Jobs.

They embrace innovation. They explore multiplicity of intelligences. They do not limit themselves.

Academia does not acknowledge multidimensional intelligence. These 'new' entrepreneurs are exemplary of change - the situation can change, by overwriting negativity.





What is the role of a **cMBL**?

cMBLs have knowledge of business elements and operations. Their duties are too vast to be listed as business evolves every day. Some functions are as follows:

They embrace innovation. They explore multiplicity of intelligences. They do not limit themselves. Academia does not acknowledge multidimensional intelligence. These 'new' entrepreneurs are exemplary of change - the situation can change, by overwriting negativity.

- Business leadership and team management
- Day-to-day business operations oversight
- Business innovation
- R&D leadership
- Internal operations modernization



- Risk management
- Organizational behavior
- Ideation and innovation in business frameworks
- Accounting and capital expenditure
- Internal auditing oversight
- Sustainability compliance
- Business expansion and administration
- Large deal negotiation and competitive edges
- Employee and department management
- IT and project management and supervision
- Data privacy and security
- Customer and partner relationships
- Product design and development
- Investment goals and strategies
- M&A
- Business reorganization
- Global supply chain management
- B2B and B2G relations
- Data-based forecasting and research
- Dealing with lawsuits and law enforcement in the organization's operations



- Data collection strategies
- Data analysis policies
- Branding and incorporation
- SMO and SEO
- Quality and change management





Why is **cMBL** important?

cMBL creates entrepreneurs. It is a reality check to those swept in corporate monotony. cMBL is an alternate course that brings out the entrepreneur within.

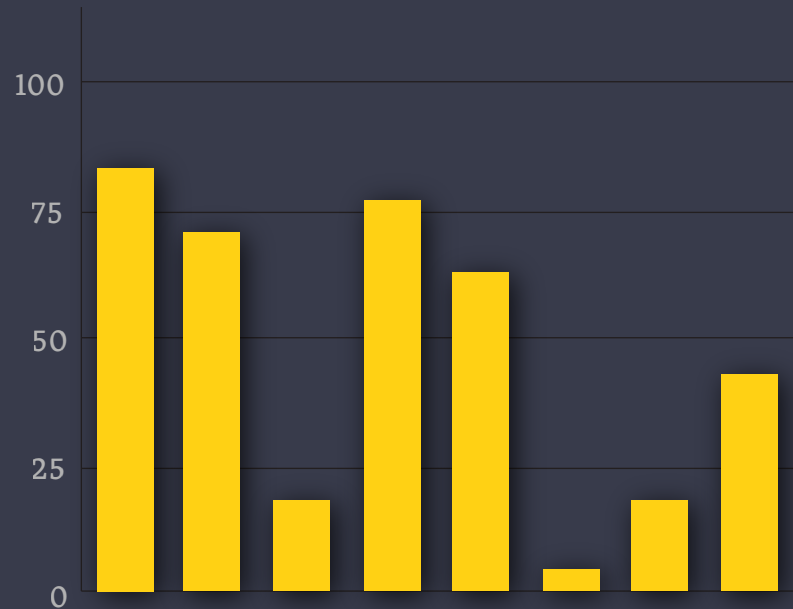
Creativity has been lulled by the status quo; we have become incapable of innovation. **cMBL has great power to create a paradigm shift in business,** unleashing the potential of applicants to awaken and lead the world into changing times.

cMBL challenges management programs on relevance, finance, vision, and time. If you are wondering along similar lines, then cMBL is for you.





Statistics on Business Leadership



- 84% of businesses project a leadership shortage in the next half-a-decade
- 71% of businesses do not think their leaders are qualified to take them into the future
- A paltry 19% of enterprises think they are "good" at creating leaders
- 77% of businesses believe they have gaps in leadership
- 63% of millennial employees suffer from a lack of motivation

- A meager 5% believe they have fully implemented development at all levels
- A quarter of organizations claim that <10% of vital leadership positions have willing and able replacements
- The real kicker is that the most money is spent on leadership development in the context of corporate training.
- A mere 18% of businesses believe their leaders are "efficient" at reaching business objectives
- A large number (43%) of enterprises are focused on reducing leadership gaps at all levels





How Rocheston prepares you **to be a cMBL**

Disruptive forces have thrown us into disarray, with us grappling for the solution.

At Rocheston, we believe smart entrepreneurs are equipped to embrace change.

They are not the last ones to foresee change. Remember, transformation takes place with the right skills; in this program, we will help you identify that!

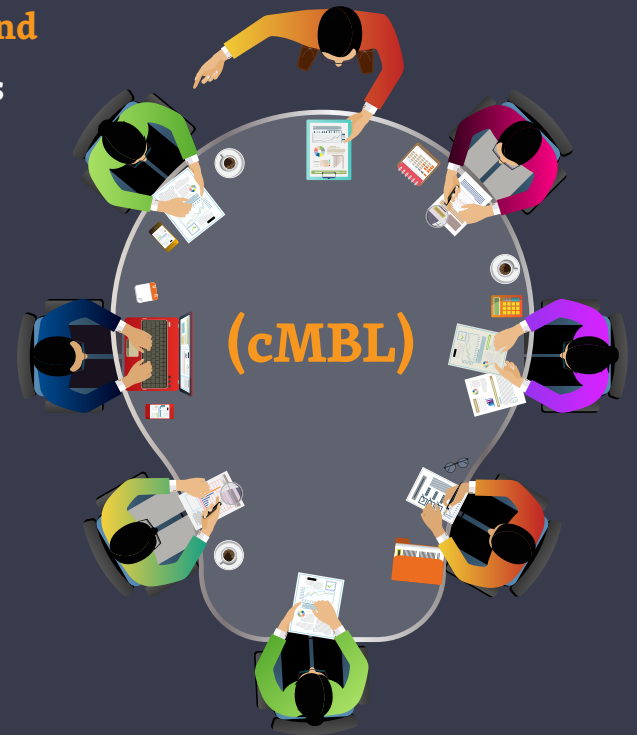




The Program (cMBL)

cMBL is a one-stop shop for innovation engineering and business development. Curated by SMEs, cMBL inspires leaders to innovate and bring out their best.

The course equips you with innovation protocols in the market today; it provides a dynamic ecosystem to build, innovate, and harvest the power of innovation. cMBL puts you in a group of innovators leading disruption, titled as Internet 3.0.





Prerequisites to the **cMBL** certification

There are no prerequisites to the cMBL certification.

A basic understanding of business and economy should be enough.





Who can take up the **cMBL program**

There are no specific requirements for eligibility. The business leadership program is beneficial to the following individuals:

- CEOs, COOs, CFOs, CTOs and CIOs
- Entrepreneurs
- Project leaders
- Product developers and designers
- Service developers and designers
- Business consultants
- Sales and marketing managers
- Accounting and finance managers
- Legal team and HR managers
- Software Engineers & Architects
- Application Architects
- CTO, VP - Engineering, VP - Technologies
- Security Professionals, Administrators
- Govt. Officials
- Professors, Researchers and Students





Is there a demand for cMBL?

A changing business landscape, has spurred demand for cMBL. Here are some firms who are constantly on the lookout for cMBL-certified individuals:

- Accenture
- IBM
- Oracle
- Walmart
- JPMorgan Chase
- FedEx
- Microsoft
- Facebook
- Circle
- KPMG
- Bank of America
- Amazon
- EY
- Alibaba
- Paxos
- AlphaPoint





SYLLABUS

Module 1: Entrepreneurial Leadership

- Innovation Strategy
- Incremental Innovation
- Radical Innovation
- Disruption & Transformation

Module 2: Strategic Leadership

- Leadership Competence
- Organizational Behavior
- Crisis Handling/Risk Management
- Competing Values Framework

Module 3: Innovation & Constructive Leadership

- Ideation
- Design & Innovation Framework
- Business Plans

Module 4: Accounting & Auditing

- Accounting
- Capital Expenditure
- Auditing (Internal & External)
- Auditing Software

Module 5: Operational Excellence

- Setting up an office
- Administration
- Environmental Consciousness
- Contractors & Third Party
- Negotiate for competitive edge

Syllabus

Module 6: Corporate Governance

- Stock Options – Building a Family
- Shareholders
- Dispute Management
- Motivation, Insurance services, Bonus & Incentives
- Lobbying & Collaboration
- Setting up a Governing Body

Module 7: Human Resources Management

- Hiring
- Handling Employees' Grievances
- Training & Development

Module 8: Information Technology & Security Systems

- Information & Communication Technology
- Project Management
- Corporate Espionage
- IT Systems Security
- Security Administration

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Module 9: Consumer Services

- Customer Relationships
- Hospitality Management

Module 10: Product Development

- New Product Manufacturing
- JIT
- Patent and Trademarks

Module 11: Investment Strategy

- Investment Portfolios
- Investment Banking
- Foreign Direct Investment

Module 12: Business Growth & Maturation

- Business Restructuring
- Diversification
- Merger and Acquisitions

Syllabus

Module 13: Global Operations & Integrated Supply Chain Management

- Global Business
- Logistics & Shipment

Module 14: Business Relationships

- Company vs Government
- Bureaucrats & Red Tapes
- CSR/Philanthropy

Module 15: Decision Sciences

- Statistics & Forecasting
- Operations Research
- Behavioral Decision Theory

Module 16: Law Suits & Litigations

- Laws & Statutes
- Law Enforcement

Syllabus

Module 17: Data Analysis

- Data Mining
- Big Data Analytics
- Predictive Analysis

Module 18: Branding & Brand Positioning

- Creating a Company
- Brand Building
- Building a Fan Base
- User Base

Module 19: Digital Marketing- should include SMO

- Digital Media & SEO
- Digital Advertising Measurement
- PR & Social Media
- Handling Negative Criticism

Syllabus

Module 20: Quality Management

- Six Sigma & CRM Methodologies
- Compliance & Calibration

Module 21: Change Management

- High Impact Entrepreneurship
- Business Renaissance

Module 22: Business Etiquette

- Everyday Etiquette
- Social Networking

Syllabus



What will be the **course structure**?

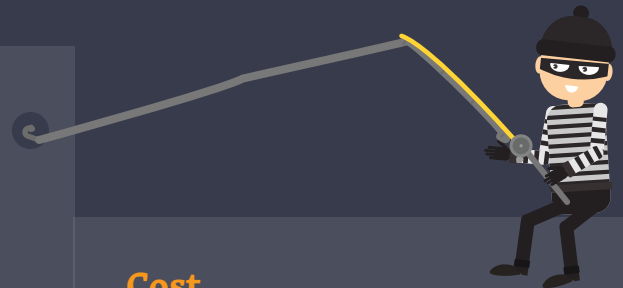
What the course will consist of:

- A 5-day Training Program
- Time: 9:30 AM – 6 PM
- The Provision of an Active Web Portal
- Seminars Conducted by Qualified Engineers
- Best in-class environment
- Exam can be taken on Rochester Cyberclass or Pearson VUE testing platform.



Cost

For pricing in your region, please contact the local distributor.



cMBL Certificate



THIS CERTIFICATE IS PRESENTED TO

Jason Springfield

FOR COMPLETING ALL THE REQUIREMENTS TO BECOME A
ROCHESTON CERTIFIED MASTER OF BUSINESS LEADERSHIP

HAJA MOHIDEEN
PRESIDENT & CEO

cmbL





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The Rules of Engagement Have Changed. Resecure Everything.™



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BE EXCEPTIONAL

