



**OPTIMUS**  
BUSINESS EDUCATION

# **PROFESSIONAL LEADER**

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PROGRAM

# 4 MODULES

**96**  
**TRAINING  
HOURS**

01 **Business Ethics**

02 **Personal Leadership and Management Development**

03 **Corporate Communication Strategies**

04 **Organizational Leadership**

## Entry Criteria

No education or experience prerequisites.

## Delivery

Courses are delivered through Optimus Institutes. Candidates will have online self-study Lectures.

## Length

Courses vary in length. This course is consisting of ( 96 ) training hours. Take them individually or complete them all to earn Certificate in Professional leadership

## Admission Process

Professional Leader Program is delivered through Optimus Institutes.

- Select the course that best meet your needs.
- Take one or take multiple courses through our website.
- Online self-study is the learning method for courses.

## The Professional leader Program

is ideal for those who seek a simple and efficient way to enhance their key leadership skills. It focus on managerial behaviors

Contact your Optimus Institute representative for more information on Certificates availability or to register.

## Who should attend?

is designed for all managers who is holding or seeking a managerial position and wants to transform his relationship with his team, Ready to stand out as a top leader in their industry.

## Structure

consist of 4 modules

## Module 1:

### Business Ethics

This unit will enable the learner to develop knowledge and understanding of business ethics and the effects ethics can have on organisations, including planning and the management of their goals and activities.

### Learning Outcomes

The learner will:

1. Understand different ethical perspectives in business.
2. Understand business objectives from an ethical perspective
3. Understand ethics in workplace relationships
4. Be able to assess a current ethical issue in an organisation

## Module 2:

### Personal Leadership and Management Development

This unit aims to help learners develop their own personal leadership and management skills in the context of the creation and achievement of organisational vision and strategic direction.

### Learning Outcomes

The learner will:

1. Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organisational vision and strategy
2. Understand how to develop and communicate organisational vision
3. Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organisational vision and strategy
4. Be able to reflect on the benefits of personal development in the achievement of personal growth and organisational vision and strategy



## Module 3:

### Corporate Communication Strategies

This unit will enable learners to develop knowledge and understanding of the importance of corporate communications and the link with corporate objectives.

Learners will have the opportunity to develop skills in auditing corporate communications and planning a corporate communication strategy.

### Learning Outcomes

The learner will:

1. Understand the importance of corporate communications.
2. Be able to plan corporate communications audits.
3. Understand the purpose and impact of a corporate communications strategy.



## Module 4:

### Organizational Leadership

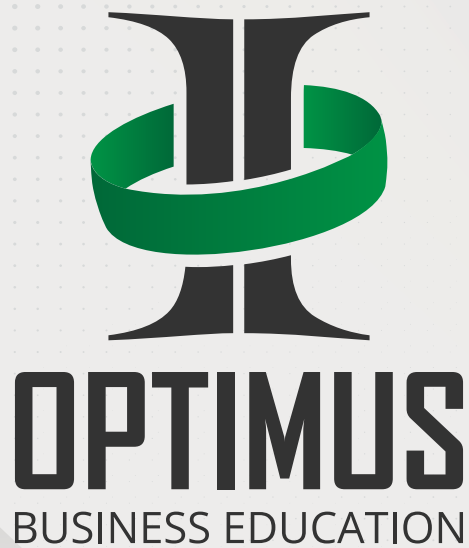
To equip students with theoretical and practical knowledge in carrying out organizational and leadership research.

### Learning Outcomes

The learner will:

1. Explain the rationale, elaborate on the subject matter and discuss the application for each of the topics covered.
2. Explain the underlying assumptions and limitations in the use of organizational and leadership theories and approaches in research.
3. Adopt and use relevant theory, approach, methodology and analytical technique to carry out organizational and leadership research, analyze the data and evaluate and synthesize the results obtained to explain the phenomenon being studied or the issue being discussed.





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