



ASMEC™

ACCREDITED SME CONSULTANT

25 - 28 February 2019, Jeddah

UBT | EXECUTIVE
EDUCATION



PROGRAM OVERVIEW

The sector of Small and Medium Size Enterprises (SME) is the backbone of any economy; therefore, SME businesses must operate at peak efficiency to maximize profitability and be the engine that drives economies to greater prosperity.

The Accredited SME Consultant (ASMEC) training program provides the core competencies of SME consulting needed to achieve this objective and designed to assist participants in understanding and mastering the AASBC's *SEMP Approach: Simplified Examination to Maximize Profit*.

The immediate sharing of SME knowledge provides participants with the tools to gain a competitive edge over non-certified SME consultants. It accelerates comprehension of the *SEMP Approach*, allows for questions and answers, and fast-tracks the certification process all with the ultimate objective to successfully support the survival and growth of SME clients.

PROGRAM OBJECTIVES

- Establish SME consultants as experts in a growing and important SME market
- Gain a professional edge over competitors
- Build long-lasting, client relationships
- Optimize success for SME businesses
- Add new skills and ideas to existing experience
- Complement current services with a new, value-added service.

PARTICIPANTS

This program targets:

- Business consultants
- Aspiring business consultants
- Business owners
- Entrepreneurs, directors and managers
- Bank loan officers
- Governmental employees
- Business and Management professors
- Professionals involved in micro, small, or SME businesses.

PROGRAM LEVEL

Senior Management



Middle Management



Entry Management



PROGRAM OUTLINE

- Introduction
- Small Business and SME Today
- What a SWOT Analysis Can Do For a Small Business/SME
- Essentials of Operational Management
- Business Growth Through Planning
- Basic Accounting 101
- Discover the Secrets of Financial Statements
- Increase Profits with a Revenue and Expense Review
- Let's Not Forget About Asset and Liabilities
- Ratio Analysis: Quick Indicators of Financial Performance
- The Benefit of Budgets
- Marketing: An Integral Part of Small Business Success
- How Fraud Can Ruin a Business
- Strengthen a Business with Internal Controls
- Financing: Always a Topic of Interest
- How to Promote a Consulting Practice (or any Business)

Certification Exam

TRAINING APPROACH

This 4-day live training certification program is packed from start to finish with practical ideas that businesses can implement immediately to improve operations and net profit. The program energizes the audience to participate with questions, share stories, and collectively work on critical thinking exercises that imitate real-life business examples.

Each participant also receives a soft and hard copy of the AASBC's distinctive step-by-step methodology, the *SEMP Approach: Simplified Examination to Maximize Profit*. This unique manual helps SME consultants to think "out-of-the-box" with a transformative mindset to be analysts and problem solvers utilizing a forward-thinking systems approach to increase clients' value and profitability through achievable improvements in everyday systems, planning, and operations.

CERTIFICATION EXAMINATION

The Certification Exam leading to the designation of Accredited SME Consultant (ASMEC) will be taken at the conclusion of the live training program on each participant's own laptop computer. It is a two-hour, timed, multiple choice exam of 125 questions. The successful passing allows newly certified ASMEC's to know that they have mastered the core principles of the *SEMP Approach*, which demonstrates a proficiency in small business and SME consulting.

AASBC, UBT CERTIFICATION BENEFITS

- Entitles individuals membership in an exclusive international association specializing in training and certification of small business and SME consultants
- Access to a multitude of resources available to members in order to gain expertise in all of the core competencies necessary to master the skills of SME consulting
- Members achieving the international ASMEC designation stand above their peers in the consulting field having the demonstrated knowledge required to assist clients in improving operational efficiency and maximizing profitability
- Establishes consultant as an expert in the growing and important SME market
- Increases professional credibility by attaining an international certification
- Enables consultant to become a “working partner” with clients and sounding board for new ideas
- Use designations after your name on your business card and email

Dr. Richard Weinberger

Expert Trainer



Dr. Richard Weinberger, CEO of the Association of Accredited Small Business Consultants® (AASBC®) headquartered in Austin, Texas, USA, has over 30 years' experience as a management and financial consultant dealing exclusively with small businesses and SMEs providing a diversity of services to a wide range of clients in all industries. He is an international speaker, author, forward-thinking SME expert, and has taught numerous continuing education courses for entrepreneurs, business owners, and professionals. In addition to his business experience, he has been a full-time and adjunct professor, small business and entrepreneurial university program coordinator, member of the Colorado State University System Board of Governors, and elected public school board trustee.

Dr. Weinberger holds a Doctor of Philosophy degree in organization and management, an MBA in Management, a Bachelor of Business Administration degree cum laude in Accounting, and a Bachelor of Business Administration degree in Marketing. Additionally, he is a Certified Public Accountant and has held numerous other professional certifications. He is the author of the SEMP Approach: Simplified Examination to Maximize Profit, which is the foundation of educational training for the AASBC. His philosophy is to take each business from "stagnation to elevation" utilizing the concept of improving operational efficiency and maximizing profitability through proactive achievements in everyday systems leading to long-term success and business sustainability.

PROGRAM SCHEDULE

25 February 2019: 9:00 am – 4:00 pm
26 February 2019: 9:00 am – 4:00 pm
27 February 2019: 9:00 am – 4:00 pm
28 February 2019: 9:00 am – 4:00 pm

PROGRAM FEE

10,000 SR (includes AASBC one year full membership, ASMEC Certificate upon success, SEMP soft and hard copy manual, excluding VAT)

Early bird registration before 25 December 2018

8,000 SR (excluding VAT)

REGISTRATION DEADLINE

31 January 2019



**Venue: UBT Executive Education,
King Road Tower, 27th Floor, Jeddah**

ABOUT UBT EXECUTIVE EDUCATION

The Executive Education of the University of Business and Technology (UBT EE) is a leader in professional training and career development for executives and practitioners in major fields of business, management and IT.

Founded in Jeddah in 2008 and located at the prestigious King Road Tower, UBT Executive Education provides international certified programs and exams for both individuals and corporations.

With an eye on quality and the other on performance, UBT Executive Education delivers training programs in several countries and has trained professionals from more than 80 companies and institutions.



ABOUT AASBC

The Association of Accredited Small Business Consultants® (AASBC®) is the only global association focusing on training and certification of small business and SME consultants with proprietary educational materials and practice aides explicitly designed to develop proficiency in the specialized area of small business and SME consulting. The “Accredited SME Consultant” designation awarded by the AASBC is an exclusive certification for international members.

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FINANCE	<p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IFRS</u> CERTIFICATE IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA DIPL IFRS</u> DIPLOMA IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IA</u> CERTIFICATE IN INTERNATIONAL AUDITING</p>
BUSINESS DEVELOPMENT	<p><u>UBT EXECUTIVE EDUCATION - AASBC ASMEC</u> ACCREDITED SME CONSULTANT</p>
MANAGEMENT	<p><u>UBT EXECUTIVE EDUCATION - AAPM CIPM</u> CERTIFIED INTERNATIONAL PROJECT MANAGER</p>
MARKETING	<p><u>UBT EXECUTIVE EDUCATION - DMI CDMA</u> CERTIFIED DIGITAL MARKETING ASSOCIATE</p> <p><u>UBT EXECUTIVE EDUCATION - DMI CDMP</u> CERTIFIED DIGITAL MARKETING PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DSSP</u> CERTIFIED DIGITAL & SOCIAL SALES PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DMS-SP</u> DIGITAL MARKETING SPECIALIST – STRATEGY & PLANNING</p>
COMMUNICATION	<p><u>UBT EXECUTIVE EDUCATION - GAFM CICP</u> CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL</p>