

MINI MBA PROGRAMME

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What is the Mini MBA Programme?

The Mini MBA programme is focused on developing the most important business skills. The training course provides participants with a clear picture of organisations, their structure and management methodology. Participants will have the opportunity to acquire knowledge that has value and can be used in everyday business activities.

The Mini MBA uses a mapping technique and a well thought-out sequence of modules.

Mapping an organisation, or analysing it through a sequence plays a significant role in comprehending the concepts and topics delivered around business administration. It is therefore essential to ensure that participants understand where each model can be used or where it is “situated”.

Who is it for?

The training course is intended for managers at all levels in all lines of business, owners of small and medium sized enterprises and those who intend to start their own businesses. Managing an organisation or a division requires specific and very often diverse business skills and knowledge. It is therefore important that managers have the relevant knowledge of the company’s operations and an understanding of its strategy, human capital, marketing and other operational challenges.

How will participants benefit?

This programme offers an excellent opportunity to learn how businesses operate and analyse important concepts such as strategy, competition, marketing leadership and technical areas such as accounting, finance, project management and others. In essence, it aims to provide participants with the logic behind organisations, their structures and a methodology for analysing both their own organisation and others. Each participant is offered the essentials to analyse the current position of any organisation before decisions take place that will lead to implementation.

What does the Mini MBA include?

- Interactive lectures with a team of international professionals
- Relevant exercises for implementing knowledge
- Real life business examples, including a selection of relevant films
- Licensed assessment tool helping understand motives and values that drive behaviours
- Technology to support learning and group interaction
- Harvard Business Case at the end of the programme
- Guest speakers

What comes first?

- How do I start analysing my organisation?
- What are the steps required to start a new product/division?
- What are the most useful business models?
- How do these interrelate and what are their limitations?
- How can I disrupt my industry to my benefit?
- How can I create an innovation culture?

SYLLABUS

Module 1:

Business Mapping, Ethics & Corporate Governance The basics (Vision, Mission, Stakeholders & Governance) & Environmental Analysis - Competition. Understanding the profitability of an industry and its markets.

Module 2:

Corporate & Business Strategy Understanding strategy development based on critical success factors, portfolios & internal analysis. Selecting options for growth & being innovative.

Module 3:

The Enabled Organisation Understanding the link between organisational structure and management effectiveness.

Module 4:

Leadership in the 21st Century Understanding the challenges of leadership in modern business and creating a positive environment.

Module 5:

Innovation & Creative Thinking Understanding how to be innovative, why innovation is a necessity for business survival, how to think creatively through specific tools & models.

Module 6:

Marketing in the Digital Age Understanding marketing, consumer behaviour, branding and Internet based promotion.

Module 7:

Project Management in Everyday Business Understanding principles and tools of effectively managed projects.

Module 8:

Accounting Basics & Financial Management Accounting Basics & Financial Management & overall performance management.

Module 9:

Linking it all together –preparing a business plan or a business analysis plan Business Analysis Map. Introducing case study.