



## Mini MBA in Management

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# Mini MBA in Management

## Course Summary:

Get equipped with the practical, operational and managerial skills you need to become a great manager & boost your career

### Highlights:

- Get the basics of a Mini MBA in just 5 days
- Use a powerful "Business Simulation" throughout the week.
- 5 intensive days working in teams and individually
- Cover the key areas of Leadership, Strategy, Finance, Marketing, Sales and Supply Chain Management in just 5-Days.

### Key Competences:

- Leadership skills
- Strategy execution
- Business finance skills
- Supply chain management
- Marketing & sales skills
- Change management

## Course Objectives:

- **Understand** how a company really works with a multi-functional overview of business and key leadership competences you need in your role
- **Develop** strategic thinking, planning and execution skills at a divisional or functional level, using the right tools and frameworks
- **Influence**, enable and deliver wider organizational strategies better business decisions and improve your contribution to the business
- **Be able** to analyze the business environment and translate changes into competitive strategies for sustainable growth
- **Support** strategic goals from top management and be able to translate them for your area and implement them more efficiently

## Who Should Attend?

You are an engineer, specialist, scientist or technical professional and you have a new management role. This programme gives you the key skills you need to become a great manager and boost your career.

### Typical Participants are:

Production engineers, R&D engineers, finance managers, sales executives, marketing specialists, logistics managers, etc. or managers & department heads who need to refresh and develop their business knowledge to support their future career.

### Course Outline:

During the week, the program focuses on the following 5 key areas:

**Leadership Development** - key competences, building self awareness, leading others and the organization through change. This also includes self profiling, daily reflection and feedback from the facilitators and peers to develop emotional intelligence

**Strategy** - building a strategy (the changing world and its impact, internal analysis, differentiation etc), and strategy execution (organizational and individual)

**Finance** - the fundamentals that underpin business success including Profit & Loss, Balance Sheets, Cash Flow and Investment decision-making

**Marketing & Sales** - knowing the customer (needs and segmentation) and achieving success with the customer (targeting, Customer Value Proposition, sales etc)

**Supply Chain** - its importance in delivering the Customer Value Proposition

### 5 Program Modules:

#### 1 - Leadership

- Competency framework and organizational success
- Leadership characteristics
- Emotional Intelligence and personal insights discovery
- Leadership & Management
- Business simulation: building business awareness

#### 2 - Strategy & Marketing

- Strategy roadmap & competitive strategy
- Blue Ocean Thinking
- Innovation
- Customer centricity
- Marketing & sales - essential principles
- Business simulation: strategic thinking & framing

### **3 – Marketing, Supply Chain & Business Models**

- Market segmentation, targeting and positioning
- Marketing mix and branding
- Supply chain
- Business models
- Financial statements - profit & loss statement (P&L)
- Business simulation: finance & strategy implementation

### **4 – Financial Statements & Analysis Investment Appraisal**

- Financial statements - balance sheet
- Financial statements - cash flow
- Financial ratios
- Investment appraisal principles
- Investment appraisal - practice
- Business simulation: finance (continued) & competitive position

### **5 – Strategy Execution & Consolidation**

- Finalization of the business simulation
- Strategy execution
- Phoenix case study
- Leading change (change management)
- Wrap up (including simulation winners)
- Action plan and closing