

# € TRAINING

Advanced Mini MBA





## Advanced Mini MBA

### Introduction:

This program offers seasoned professionals an opportunity to deepen their understanding of complex business concepts and refine their leadership skills. This program goes beyond the fundamentals, providing advanced insights into strategic management, financial analysis, marketing strategies, operations optimization, and organizational leadership.

### Program Objective:

By the end of this program, participants will be able to:

- Navigate complex business environments with confidence, applying advanced strategic management principles.
- Make informed financial decisions and effectively manage financial resources.
- Develop and execute comprehensive marketing strategies to drive business growth.
- Optimize operations and supply chain management processes for enhanced efficiency and effectiveness.
- Lead teams and organizations with proficiency, leveraging advanced leadership and organizational behavior principles.

### Target Audience:

- Seasoned professionals with extensive experience in various industries seeking to enhance their business acumen.
- Mid to senior-level managers aiming to further develop their leadership skills and advance their careers.
- Executives and decision-makers looking to stay ahead of industry trends and refine their strategic thinking.
- Entrepreneurs seeking to expand their knowledge of business management principles and refine their strategic planning capabilities.

### Program Outline:

#### Unit 1:

#### Strategic Management:

- Analyzing industry trends and competitive dynamics.

- Formulating and implementing strategic plans.
- Assessing organizational strengths, weaknesses, opportunities, and threats SWOT analysis.
- Identifying and evaluating strategic options and alternatives.
- Monitoring and adapting to changes in the business environment.
- Aligning strategic objectives with organizational goals.

## Unit 2:

### Financial Analysis and Decision Making:

- Interpreting financial statements and key performance indicators KPIs.
- Conducting financial ratio analysis and trend analysis.
- Evaluating investment opportunities and capital budgeting decisions.
- Managing working capital and cash flow.
- Assessing financial risks and developing risk management strategies.
- Making informed financial decisions to maximize shareholder value.

## Unit 3:

### Marketing Strategy and Brand Management:

- Conducting market research and customer segmentation analysis.
- Developing and implementing marketing strategies and campaigns.
- Building and managing brand equity.
- Utilizing digital marketing and social media channels effectively.
- Measuring and analyzing marketing effectiveness and ROI.
- Responding to changes in consumer behavior and market trends.

## Unit 4:

### Operations Management and Process Optimization:

- Designing and improving business processes and workflows.
- Implementing lean principles and continuous improvement methodologies.

- Managing quality control and ensuring product/service excellence.
- Optimizing inventory management and supply chain logistics.
- Leveraging technology and automation to streamline operations.
- Enhancing productivity and efficiency across the organization.

## Unit 5:

### Leadership and Organizational Behavior:

- Understanding different leadership styles and their impact on organizational culture.
- Building high-performing teams and fostering collaboration.
- Motivating and inspiring employees to achieve their full potential.
- Managing change and navigating organizational dynamics effectively.
- Resolving conflicts and promoting diversity and inclusion.
- Leading with integrity, ethics, and social responsibility.

## Unit 6:

### Entrepreneurship and Innovation:

- Identifying and evaluating business opportunities.
- Developing a business plan and securing financing.
- Launching and scaling a new venture.
- Fostering creativity and innovation within the organization.
- Managing entrepreneurial risks and overcoming challenges.
- Adapting to changes in the competitive landscape and evolving market trends.

## Unit 7:

### Global Business and International Management:

- Understanding the complexities of global markets and cultural differences.
- Expanding business operations internationally and managing cross-border transactions.
- Developing global marketing strategies and adapting products/services for international markets.

- Navigating regulatory and legal frameworks in different countries.
- Managing international teams and remote workforces effectively.
- Responding to geopolitical risks and economic uncertainties.

## Unit 8:

### Strategic Human Resource Management:

- Recruiting and selecting top talent to meet organizational needs.
- Developing and implementing HR policies and procedures.
- Training and developing employees to enhance skills and capabilities.
- Managing performance and conducting employee evaluations.
- Creating a positive work environment and fostering employee engagement.
- Addressing workforce diversity, equity, and inclusion issues.

## Unit 9:

### Business Ethics and Corporate Governance:

- Understanding ethical principles and values in business decision-making.
- Implementing corporate governance mechanisms to ensure transparency and accountability.
- Managing ethical dilemmas and conflicts of interest.
- Promoting corporate social responsibility and sustainability initiatives.
- Complying with legal and regulatory requirements.
- Building trust and maintaining stakeholder confidence.

## Unit 10:

### Strategic Planning and Execution:

- Developing a strategic planning framework and process.
- Setting clear goals, objectives, and key performance indicators KPIs.
- Creating action plans and timelines for implementation.
- Monitoring progress and performance against strategic objectives.

- Identifying barriers and challenges to successful execution.
- Making adjustments and revisions to the strategic plan as needed.