

# € TRAINING

Mini MBA



17 - 21 November 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



## Mini MBA

REF: M1438 DATE: 17 - 21 November 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

### Introduction:

The Mini MBA training program offers participants a condensed yet comprehensive curriculum covering essential aspects of business management. Through a combination of theoretical learning, case studies, and interactive exercises, participants develop a solid foundation in strategic management, financial analysis, marketing, operations, and leadership.

### Program Objectives:

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

- Demonstrate proficiency in strategic management principles and practices.
- Analyze financial statements and make informed financial decisions.
- Develop and execute effective marketing strategies.
- Optimize operations and supply chain management processes.
- Lead teams and organizations effectively, applying principles of organizational behavior and leadership.

### Targeted Audience:

- Experienced professionals seeking to enhance their business acumen and leadership skills.
- Individuals aspiring to advance their careers into managerial or executive roles.
- Entrepreneurs looking to gain a comprehensive understanding of business management principles.
- Graduates aiming to supplement their academic qualifications with practical business knowledge.

### Program Outlines:

#### Unit 1:

##### Strategic Management:

- Analyzing market trends and competition.
- Setting organizational goals and objectives.
- Developing strategic plans and initiatives.

- Implementing change management strategies.
- Evaluating performance and adjusting strategies accordingly.
- Aligning business objectives with long-term vision.

## Unit 2:

### Financial Management:

- Understanding financial statements and analysis.
- Budgeting and forecasting.
- Capital budgeting and investment decisions.
- Managing cash flow and working capital.
- Evaluating financial risks and developing risk management strategies.
- Financial decision-making and reporting.

## Unit 3:

### Marketing and Brand Management:

- Market research and consumer behavior analysis.
- Developing marketing strategies and campaigns.
- Brand positioning and differentiation.
- Digital marketing and social media strategies.
- Customer relationship management.
- Monitoring and measuring marketing effectiveness.

## Unit 4:

### Operations and Supply Chain Management:

- Managing production processes and operations.
- Supply chain design and optimization.
- Inventory management and logistics.
- Quality control and process improvement.

- Sustainable operations and green supply chain initiatives.
- Managing global operations and international logistics.

## Unit 5:

### Leadership and Organizational Behavior:

- Understanding leadership styles and approaches.
- Building effective teams and fostering collaboration.
- Managing organizational culture and change.
- Conflict resolution and negotiation skills.
- Ethical leadership and corporate governance.
- Personal and professional development strategies.