

# € TRAINING

Seminar: The 3-Day Mini MBA





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### Introduction:

The 5-Day Mini MBA is a unique distillation of the skills that need to be acquired in order to be considered successful in modern business. Not everyone is able to devote a year or two of their time to studying for a Masters in Business Administration, but in an age of rapid change in a highly competitive environment, it is crucial to have a thorough understanding of the issues involved in the smooth and successful running of a business. The 5 Day Mini MBA Leadership & Management Masterclass is a highly intensive training course covering all the usual subjects associated with an MBA. In 5 days, a delegate will learn what normally takes a year of full-time study. The Mini MBA course is designed to provide delegates with comprehensive knowledge of fundamental, proven strategies taught as both an academic and practical exercise. As a result, the course will provide a comprehensive understanding of the skills and knowledge that will be required for any person to further develop their business knowledge and skills and even to prepare them for actual formal study for an MBA. The course is designed to be delivered either as an "In House" class for an organization's directors and senior management or as a public class where delegates from a number of companies can learn both from the course and from one another and exchange ideas and best practice.

### Course Objectives:

At the end of this course the participants will be able to:

- Better understand the overall context of modern management that secures the future and optimizes the present
- Understand the principles and mechanisms of strategic management
- Learn the keys to modern marketing and those factors that determine market success
- Understand the relationship between finance, accounting, and corporate value
- Increase even further your social competence and improve your ability to communicate
- Learn to use individual motivators to drive behavior and build successful teams
- Learn how to actively use the full scope of their own management ability

### Targeted Audience:

- Young executives and managers
- Specialists
- Expert staff

### Course Outlines:

#### Unit 1: Leadership and Personality:

- Knowing yourself - managing yourself
- Developing your own management style
- Keeping a personal work-life balance
- The elements of social competence
- What characterizes good leadership?
- Different leadership styles - developing the correct situational leadership skills
- Getting objectives approved

- How to delegate in a sensible way?

## Unit 2: Strategic Management and its Implementation:

- Holistic strategic management
- The corporation and its environment
- Globalization and internationalization
- Digitalization and technology management
- The interest of stakeholders
- How to think strategically
- How to analyze strategically
- How to generate strategic options
- Understanding the strategic process
- Using the tools of strategic management
- How to successfully implement a strategy using marketing and sales activities
- How to successfully anchor strategies and developing skills to handle resistance to them

## Unit 3: Financial Management and Controlling:

- An overview of finance and accounting
- Balance-sheet analysis and performance analysis
- Developing the right control parameters
- Methods of financing - equity or debt capital, internal or external financing
- The cost of capital and capital structure
- Understanding financial objectives, correct use of key performance indicators
- Financial planning, budgeting, and business planning
- Cost accounting, contribution margin calculations, and pricing
- Investments, added value, profitability
- Instruments of profit management and how to use them
- Controlling