

# € TRAINING

Mini MBA



19 - 23 January 2025  
Cairo (Egypt)



## Mini MBA

REF: M1438 DATE: 19 - 23 January 2025 Venue: Cairo (Egypt) - Fee: 3520 Euro

### Introduction:

This Mini MBA training program is designed to provide a compact yet comprehensive foundation in business administration, offering essential knowledge across key disciplines. It empowers participants to make informed decisions, lead effectively, and drive organizational growth.

### 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:

- Mid-level managers aspiring to move into senior leadership roles.
- Entrepreneurs and business owners seeking a foundational understanding of management.
- Professionals transitioning into managerial positions.
- Team leaders looking to develop strategic and operational skills.
- Specialists aiming to gain cross-functional 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 techniques.
- 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.