

THE MINI MBA

4 Days

Introduction

In today's highly competitive environment it is crucial to have a thorough understanding of the issues involved in managing a business or department effectively. This Mini MBA will focus on issues and dilemma faced in today's changing world. The seminar is designed to stretch delegates, in order to equip them with the knowledge and confidence to lead and manage in a fast moving and complex business environment. The course is a unique distillation of the skills that you need to be successful in business.

Who Should Attend?

- All managers whose task it is to create and/or implement strategy who have not undertaken a formal MBA program.
- Managers who would like a refresher course in MBA type topics and want to be familiar with current thinking about running an organization in the 21st century
- Personnel that are likely to take up managerial positions in the not too distant future
- Non business professionals who need a wider understanding of leadership and management principles

Objectives

- To provide concise, comprehensive coverage of vital business topics, important concepts, and proven strategies taught as part of MBA programs
- To grasp the essential ingredients of:
 - Personal success
 - Management success
 - Business success
- To help non business-trained professionals understand fundamental business principles
- To ensure that attendees are abreast of the latest thinking in management and leadership as well as business strategy

Competencies Emphasised

- Practical application of the various models that underpin current business thinking relevant to:
 - Accounting/economics
 - Business strategy
 - Human resources
 - Organizational strategy
 - Strategic marketing
- A clear understanding of the role of managers and leaders in business and where their roles converge and diverge
- How to harness the talent that exists within an organisation to maximize its effectiveness
- The importance of innovation within an organization to ensure sustainable growth for the future

Personal Impact – By the end of this seminar you will be able to:

- Grasp the essential ingredients of personal success, management success and business success
- Have a clear understanding of vital business topics, important concepts and proven strategies taught as part of an MBA program
- Apply the concepts, tools and analytical techniques that are essential to a successful company
- Understand the leader's role in today's increasingly complex business environment
- Be aware of the challenges facing a 21st century organization

Organizational Impact

- Giving attendees the knowledge to make them "intrapreneurs" within the organization
- To ensure that attendees within the organization are appraised of current business thinking and its application
- To make attendees aware of the need for creative and innovative thinking required in today's organizations
- Provision of practical methodologies that can help improve results from all resources used in a business (people, capital and products)
- How to get the most out of all stakeholders in an organization

Training Methodology

- Based primarily around lectures, the course will include a number of case studies which will be undertaken in team format.
- Discussion groups on certain topics to provide practical application of concepts to the attendees own organisation

Seminar Outline

Day 1 - People, Management and Policy

- The need to maximize the investment in human capital
- To understand how individuals and groups work together within an organisation
- The impact that leadership has in determining the organisations success in the market and in defining corporate culture
- The importance of ethics and corporate social responsibility in today's business environment
- How to lead a team

Day 2 – Strategy, Marketing Management, Finance and Accounting

- A general understanding of accounting principles and their application
- Creating a long-term business strategy in an economy that is truly global
- Financial analysis and management performance measures
- The need to provide sustainable growth for the company
- Competitive analysis and marketing strategy
- The use of various models to help with marketing strategy
- The attributes of a successful integrated marketing campaign

Day 3 – Project Management, Customer Satisfaction, Quality Management

- The importance of project management to successful strategy implementation
- Customer satisfaction
- Quality management systems and how they can benefit the bottom line
- Using the internet for business purposes
- Learn how you negotiate to win using principles negotiation techniques

Day 4 - You and your organization

- The successful use of presentations as an effective tool for success and opportunity
- Seven actions you can take to become a force for change in your organisation
- Becoming an “intreprenuer” within your company
- The 21st Century organization
- The importance of innovation for sustainable success
- Managing talent within an organization