



# Mini MBA Complete Program

**BROCHURE**



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## What is a Mini MBA?

A Mini MBA in Business Administration is a condensed and intensive program designed to provide individuals with a broad overview of the key concepts, tools, and techniques essential for managing and leading in today's complex business environment. Unlike a traditional Master of Business Administration (MBA) program, which typically spans at least one year of full-time study, our Mini MBA is shorter and can typically be completed in less than three months, requiring only about 3-4 hours of study per week.

The primary objective of our Mini MBA program is to equip participants with a foundational understanding of various business disciplines like Strategy, Marketing, Leadership, Financial Accounting, Corporate Finance, which are central to the operation and success of any organization, and additionally emerging areas like Digital Marketing, Digital Business Transformation, Entrepreneurship and Innovation, and Business Analytics reflecting the evolving nature of the business world.

A key aspect of our Mini MBA is its focus on practical application. The program is designed not just to impart theoretical knowledge but to help participants apply these concepts in real-world scenarios. This is particularly beneficial for professionals who are looking to enhance their business acumen and leadership skills without committing to a full MBA program's time and financial investment.

While a Mini MBA does not typically confer a formal degree, participants usually receive a certificate of completion. For individuals seeking a quick, comprehensive overview of business management principles, an online, self-paced Mini MBA can be a valuable educational investment, offering insights and skills that can be directly applied in their professional roles.

## Invest in Yourself

Embarking on our Mini MBA journey is an investment in your personal and professional growth, is an investment in your greatest asset – you.

The business world is evolving rapidly, and staying ahead means constantly refining your skills and knowledge. Our program is designed for ambitious professionals who seek to propel their careers forward, expand their managerial skill set, and unlock new opportunities for growth and advancement.

# Improve Your Business Skills

Our Mini MBA is tailored to hone your business skills, offering a comprehensive understanding of the latest business strategies, marketing techniques, leadership approaches, and financial insights.

Through this program, you will gain a holistic view of business management, empowering you to apply these skills in real-world scenarios and contribute effectively to your organization's success.

You will:

- Sharpen your strategic thinking and business planning abilities.
- Gain cutting-edge marketing insights to navigate and influence markets effectively.
- Cultivate leadership qualities that inspire and drive organizational success.
- Acquire a solid foundation in financial principles to make informed decisions.
- Explore the transformative power of digital marketing and business analytics.

## Immediate Impact

The curriculum is designed for immediate application. Each module addresses current business challenges and opportunities, ensuring that the concepts and strategies you learn are relevant and can be applied directly to your work.

You will be able to:

- Implement strategic initiatives with confidence.
- Make data-driven decisions that propel your organization forward.
- Innovate and lead change effectively within your team or business unit.

## Who Should Attend

Whether you're aiming for a promotion, considering a career change, or simply looking to broaden your business knowledge, our Mini MBA is the perfect stepping stone.

The Mini MBA is ideal for:

- Professionals aspiring to leadership roles and looking to enhance their business acumen.
- Entrepreneurs seeking to deepen their understanding of business operations and strategy.
- Mid-level managers aiming to advance their careers with a comprehensive business skill set.
- Specialists transitioning to managerial roles who require a broad understanding of various business functions.

## What You will Learn

Our Mini MBA covers a wide array of subjects, from Strategy and Marketing Management to Digital Business Transformation and Business Analytics.

The program is a blend of theory and practice, ensuring that you emerge with a comprehensive understanding of each subject area, ready to apply these insights in your professional life.

Each module of our Mini MBA is a step towards in the business realm:

1. **Strategy:** Master the frameworks and tools for building robust business strategies.
2. **Marketing Strategy:** Leverage data-driven insights to craft innovative, global marketing strategies in the digital era.
3. **Organizational Leadership:** Lead with vision, foster high-performing teams, and drive organizational success.
4. **Finance for Executives:** Strategically analyze financial data to make informed decisions and maximize value.
5. **Digital Business Transformation:** Harness emerging technologies to lead innovation and achieve digital excellence.
6. **Executive Decision-Making and Negotiation Skills:** Develop analytical, adaptive decision-making and expert negotiation techniques.
7. **Entrepreneurship and Innovation:** Cultivate an entrepreneurial mindset to innovate, scale, and disrupt industries.
8. **Advanced Business Analytics:** Unlock competitive advantage through advanced analytics and data-driven strategies.

# Program Content – Curriculum

The Mini MBA program is structured into eight distinct modules, each designed to provide in-depth knowledge and practical skills in core areas of modern business practices.

This program is curated to equip participants with a broad understanding of the strategic, operational, and leadership aspects of business management.

**Module 1: Strategy**

**Module 2: Marketing Strategy**

**Module 3: Organizational Leadership**

**Module 4: Finance for Executives**

**Module 5: Digital Business Transformation**

**Module 6: Executive Decision-Making and Negotiation Skills**

**Module 7: Entrepreneurship and Innovation**

**Module 8: Advanced Business Analytics**

**Real-world Practical Case studies**

The Mini MBA program equips professionals with strategic, leadership, and analytical skills to excel in a fast-paced global business environment. It integrates essential disciplines like **Strategic Management**, emphasizing competitive advantage and long-term success, and **Marketing Strategy**, focusing on customer engagement, branding, and digital techniques. The program sharpens **Organizational Leadership** abilities, fostering effective change management and inclusive, ethical leadership. Advanced modules in **Finance for Executives** build financial acumen for impactful decision-making, while **Digital Transformation** explores emerging technologies and digital-first strategies for innovation. **Decision-Making and Negotiation** hones critical thinking, risk assessment, and persuasive communication, and **Entrepreneurship & Innovation** drives creative solutions and scalable business models. Finally, **Business Analytics** empowers participants to harness data insights for strategic impact. Together, these elements prepare leaders to drive growth and innovation in complex, ever-evolving markets.

# Module 1

## Strategic Management

This module lays the foundation for effective strategy formulation and execution. Topics include strategic visioning, decision-making frameworks, competitive positioning, and leadership in strategy. Participants will explore advanced tools such as SWOT, PESTEL, and Porter’s Five Forces and apply them to leading organizations like Tesla, IKEA, and Amazon.

| Main Topics                                 | Key Takeaways   |
|---|---|
| Industry and Competitive Analysis           | <b>Industry Analysis:</b> Evaluate industries and competitors effectively |
| Building Sustainable Competitive Advantage  | <b>Competitive Edge:</b> Build sustainable market advantages              |
| Strategic Planning and Execution            | <b>Strategy Creation:</b> Design actionable strategies                    |
| Innovation and Change Management            | <b>Execution Focus:</b> Ensure successful implementation                  |
| Global Market Strategies and Adaptation     | <b>Global Strategy:</b> Adapt plans for international markets             |
| Corporate Governance and Ethics in Strategy | <b>Change Leadership:</b> Drive organizational transformation             |

# Module 2

## Marketing Strategy

Explore advanced marketing concepts tailored to the digital era. This module covers consumer insights, global branding, digital marketing strategies, and customer relationship management. Case studies include Starbucks’ market adaptation, Nike’s IMC campaigns, and Airbnb’s growth hacking success.

| Main Topics                       | Key Takeaways  |
|-----------------------------------|--|
| Consumer Behavior and Insights    | <b>Customer Insight:</b> Understand consumer behavior deeply |
| Brand Development and Positioning | <b>Brand Strategy:</b> Create impactful positioning          |

| Main Topics                            | Key Takeaways  |
|--|--|
| Integrated Marketing Communication     | <b>Marketing Mix:</b> Optimize the "4 Ps" effectively    |
| Digital and Social Media Strategies    | <b>Digital Growth:</b> Use digital tools to scale        |
| Global and Cross-Cultural Marketing    | <b>Global Marketing:</b> Tackle international challenges |
| Metrics and ROI in Marketing Campaigns | <b>Marketing ROI:</b> Measure and improve outcomes       |

## Module 3

### Organizational Leadership

Participants will develop skills in leadership, team dynamics, and organizational change. Key areas include diversity and inclusion, emotional intelligence, conflict resolution, and leadership styles. Case studies highlight leadership excellence at Tesla, Netflix, and Patagonia.

| Main Topics                                  | Key Takeaways   |
|--|---|
| Visionary and Strategic Leadership           | <b>Inspiring Vision:</b> Define and share clear goals             |
| Team Building and Collaboration              | <b>Team Success:</b> Build cohesive, effective teams              |
| Change Management Frameworks                 | <b>Change Skills:</b> Adapt to uncertain conditions               |
| Emotional Intelligence in Leadership         | <b>Emotional Intelligence:</b> Strengthen interpersonal influence |
| Diversity and Inclusion Strategies           | <b>Global Leadership:</b> Lead diverse, global teams              |
| Ethical and Responsible Leadership Practices | <b>Ethical Guidance:</b> Foster integrity and trust               |



## Module 4

### Finance for Executives

This module demystifies finance for strategic leaders. Topics include financial analysis, risk management, capital structuring, and mergers and acquisitions. Case studies feature Tesla’s capital optimization, Apple’s investment strategies, and Disney-Pixar’s M&A success.

| Main Topics                               | Key Takeaways   |
|---|---|
| Financial Statement Analysis              | <b>Financial Literacy:</b> Analyze key financial statements |
| Investment and Capital Budgeting          | <b>Investment Skills:</b> Evaluate growth opportunities     |
| Risk and Financial Decision-Making        | <b>Risk Mitigation:</b> Manage financial uncertainties      |
| Value Creation and Performance Metrics    | <b>Value Drivers:</b> Understand value-creation levers      |
| Corporate Financing and Capital Structure | <b>M&amp;A Insights:</b> Explore acquisition strategies     |
| Mergers, Acquisitions, and Global Finance | <b>Global Finance:</b> Manage international complexities    |

## Module 5

### Digital Business Transformation

Understand the imperatives of digital transformation and emerging technologies like AI, IoT, and blockchain. This module emphasizes leadership in digital initiatives, agile methodologies, and strategic frameworks. Case studies from Netflix, Amazon, and Microsoft provide actionable insights.

| Main Topics                       | Key Takeaways  |
|-----------------------------------|--|
| Consumer Behavior and Insights    | <b>Customer Insight:</b> Understand consumer behavior deeply |
| Brand Development and Positioning | <b>Brand Strategy:</b> Create impactful positioning          |

| Main Topics                                     | Key Takeaways   |
|---|---|
| Agile Frameworks and Adaptation                 | <b>Customer Focus:</b> Enhance digital user experiences         |
| Big Data and Analytics for Decision-Making      | <b>Agile Methods:</b> Adopt agile practices for speed           |
| Strategic Alignment of Digital Initiatives      | <b>Data Mastery:</b> Leverage analytics for impact              |
| Building a Digital-First Organizational Culture | <b>Innovation Culture:</b> Promote collaboration and creativity |

## Module 6

### Executive Decision-Making and Negotiation Skills

Refine decision-making and negotiation capabilities through practical frameworks and techniques. Participants will learn to manage uncertainty, use advanced analytics, and negotiate complex deals. Case studies include Coca-Cola’s decision-making, Disney’s acquisition of 21st Century Fox, and Amazon’s negotiation strategies.

| Main Topics                                | Key Takeaways  |
|--|--|
| Problem-Solving Frameworks                 | <b>Problem Solving:</b> Apply critical thinking frameworks |
| Decision-Making Models and Techniques      | <b>Structured Decisions:</b> Use effective decision models |
| Negotiation Skills and Conflict Resolution | <b>Negotiation Skills:</b> Master key negotiation tactics  |
| Persuasion and Stakeholder Alignment       | <b>Conflict Handling:</b> Resolve disputes successfully    |
| Scenario Planning and Risk Management      | <b>Persuasion Power:</b> Build alignment across interests  |
| Behavioral Economics in Decisions          | <b>Scenario Planning:</b> Anticipate and manage risks      |

## Module 7

### Entrepreneurship and Innovation

Foster entrepreneurial thinking and drive innovation in competitive markets. Topics include business model innovation, scaling strategies, and funding ventures. Participants will analyze success stories from Uber, Airbnb, and Apple, among others.

| Main Topics                                 | Key Takeaways   |
|---|---|
| Opportunity Recognition and Evaluation      | <b>Opportunity Spotting:</b> Identify market gaps       |
| Business Model Innovation                   | <b>Business Models:</b> Design scalable solutions       |
| Growth Strategies and Scaling Ventures      | <b>Growth Planning:</b> Strategize for business scaling |
| Creative Thinking and Team Innovation       | <b>Creative Thinking:</b> Foster innovation in teams    |
| Startup Financing and Investment Strategies | <b>Funding Basics:</b> Navigate financing options       |
| Navigating Disruptive Market Dynamics       | <b>Disruption Tactics:</b> Lead in dynamic markets      |

## Module 8

### Advanced Business Analytics

Harness the power of analytics to make data-driven decisions. Topics range from descriptive and predictive analytics to AI applications and ethical considerations in data usage. Case studies from Nike, Netflix, and Procter & Gamble showcase analytics in action.

| Main Topics                           | Key Takeaways                                    |
|---------------------------------------|--|
| Data Visualization and Interpretation | <b>Data Stories:</b> Visualize insights clearly  |
| Predictive Analytics and Forecasting  | <b>Predictive Models:</b> Forecast future trends |

| Main Topics                                  | Key Takeaways  |
|--|--|
| Big Data Tools and Applications              | <b>Big Data Tools:</b> Harness advanced tech solutions |
| AI Integration for Business Processes        | <b>Strategic Use:</b> Enhance decisions with analytics |
| Strategic Decision Support through Analytics | <b>AI Integration:</b> Use AI for smarter processes    |
| Measuring Impact with Data-Driven Metrics    | <b>Real Results:</b> Translate data into action        |

This executive summary encapsulates the Mini MBA's comprehensive curriculum, designed to impart both theoretical foundations and practical applications, ensuring participants are well-equipped to take on leadership roles and drive business success in a complex and digital-oriented world.