

EXECUTIVE MINI MBA

- 1) In this session, delegates will learn about the global best practices and the pressures exerted on all businesses leading to the need for effective organizational development and change management. Through interaction with the course leader, delegates will look at examples of organizational development and change and stakeholder management implemented in organizations around the world, how to ensure success but also to understand why and how they often fail.
- 2) Delegates will learn about the Global Business Environment, the issues, trends, challenges and tips for success. They will also learn about the ever-growing Internationalization of Companies & Trade with its complexities, threats and opportunities and the need to understand cross-cultural dimensions. The session will conclude by examining Emerging Trends in Modern Business Management to understand such issues as the importance of style, values, innovation and performance to help delegates in developing their skills to meet modern business challenges and requirements.
- 3) In this session the course will cover the growing need for good ethical conduct in organizations particularly with regard to finance and the environment and the increasing investment in Corporate Social Responsibility. Delegates will also examine key aspects of effective Project Management learning how to effectively organize, plan and manage a project. In the final session delegates will also learn the basics of accounting and finance and the questions they need to ask in order to ensure that a company is reporting accurately and trading legally.
- 4) In the opening session the class will learn about the importance of Business Economics and its influence on Business Strategy decisions and motives. Delegates will learn of the crucial subjects of Business and Marketing strategies and their inextricable links with one another examining corporate culture, planning, analysis and evaluation using well tested models such as the Balanced Scorecard and the Value Proposition Builder, and types of strategy. The route to market will be examined including research, environmental analysis, the Mix, Sales, Branding, Pricing Strategies and Communications
- 5) Delegates will be introduced to the concept of Business Capacity Building by examining company and institutional capacity and the need for effective risk assessment and employee development. A case study will be undertaken in which delegates will divide into groups to act as the Board of Directors of a well-known organization and assess a real-life issue. Each group will present their findings and be able to arrive at a reasoned decision of how best to solve the problem through discussion and use of several academic models presented during the course. The course will

conclude with an exam, which will assess the delegates' understanding of the materials presented during the course followed by a discussion and Q&A on the themes from the five sessions. Each delegate will undertake the final examination lasting 75 minutes.