

Executive Mini MBA



Course Overview

This unique Course provides many valuable insights, tools, tips, cases and know-how which will accelerate your ability to deal with challenging business management issues.

An Executive Mini MBA can be a wonderful alternative to the traditional MBA, and thousands of business leaders all over the world are taking advantage of this learning opportunity. If you are looking for a way to obtain new skills, learn new business tactics, brush up on modern business practices, registering onto Mini MBA Course will be just right for you.

- This Course will help you transform your career and revolutionise how you work. You will quickly develop MBA critical thinking, tactical behaviour and dynamic strategies which really work in practice.
- You will rapidly cover and learn many MBA key management and business ideas and concepts to help guide, challenge and inspire you to better results, whatever stage you are in your career.

The Executive Mini MBA Course will guide you through all the aspects covered in a standard MBA degree course offered at any top business school. Our Mini MBA Course focuses on communicating the essence of what a standard MBA degree offers, but in format which is more accessible and which is available as a Distance Training Course for those who cannot afford the time to submit to a full time 2 or 3 year course. If you have already obtained an MBA degree, this Mini MBA Course will serve as a handy and valuable refresher course and practical exercise.

To complete the Executive Mini MBA Course you will be allowed to take up to 52 weeks if needed but it can be completed in a shorter period.

The excellent Executive Mini MBA Course will introduce you to and challenge you in a wide range of different business and top management topics normally covered in a full MBA. It will provide you with the opportunity to learn how much there is to know about business and how to manage a business profitably. It is an exceptionally practical Course which packs a wide range of information into 12 Modules which tackle substantially the same issues as a full MBA.

You will learn the key business insights, comprehensive management practices - from outstanding, highly qualified contributors with wide real-life business and top managerial experience. Our regularly updated Modules focus on the latest ideas in strategy, marketing, finance, business organisation and governance, risk management, critical thinking, and human resources, all of which will give you a clear advantage in today's ever-evolving business world.

Result

This Course is intended to provide invaluable guidance for any manager looking to apply MBA thinking in the real, contemporary world.

What is Covered

Module 1: Managers, Management and MBA thinking

- The need for MBA-thinking managers, ways of thinking: creative, analytical, critical, etc
- The functions of management, responsibilities of management at all levels
- Managerial skills-sets, technical, human and conceptual skills
- Mind or conceptual mapping; uses in brainstorming, studying, decision-making, prioritising

Module 2: MBA Thinking: Strategy & Tactics

- Vision and mission statements, core values, organizational culture, navigating change
- Environmental scanning and change, SWOT and PESTEL analysis, SMART goals
- Strategies and tactics, including for products, pricing, marketing, operations, finance
- Action plans, monitoring and control, benchmarking, business models, VMOSA

Module 3: MBA Thinking: Managerial Planning

- Corporate planning, the corporate planning process
- Strategic management and planning, tactical, operational and contingency planning
- Quality, quality management, quality management systems, continuous improvement
- Risk assessment, plans and measures to control hazards

Module 4: MBA Thinking: Processes & Operations

- Value, value chains, value creation, value streams, customer requirements, value-added
- Tactical reasoning, business operations and processes, flowcharts, inputs
- Standard operating procedures, components of a process, transformation
- Standards, process control, measuring performance, timing of control

Module 5: MBA Thinking: Control

- Strategic control by top-level management, the six-stage feedback model
- Premise control, implementation control, strategic surveillance control, special alert control
- Strategic audits, operational control; task, feedforward, concurrent and feedback control
- Financial, bottom-up, top-down control, evaluating organizational effectiveness

Module 6: MBA Thinking: Leadership

- Leaders and leadership, managers and management, what defines a leader
- Qualities for effective leadership, communication, relationship and task-oriented leadership
- Effective leadership styles, situational and trait leadership, contingency approach
- Factors affecting business leadership, selecting a leadership style, coaching and mentoring

Module 7: MBA Thinking: Corporate Governance

- Corporate entities, incorporation, limited liability, share/stockholders, board of directors
- Company registration, the business name, memorandum and articles of association
- Essentials of governance, the board's role, directors, chairman/president, company secretary
- Annual returns, AGMs, auditors, financial control, managing business risk, insurance

Module 8: MBA Thinking: Accounting & Finance

- Accounting data, accounting, managerial control of finances, taxation laws, reports
- Common terms, working capital, financial statements, accounting concepts and standards
- Budgets and budgetary control, importance of liquidity, cash flow, cash budgets, funds needed
- Credit management, interpreting final accounts

Module 9: MBA Thinking: Human Resource

- Contacts with customers, touchpoints, importance of the human resource
- HR/personnel policy, vertical and horizontal communication, communication and motivation
- Conflict and conflict resolution, causes, dealing with workplace conflict
- Manpower planning, job analysis, recruitment strategy, induction, training, employee development

Module 10: MBA Thinking: Operations Management

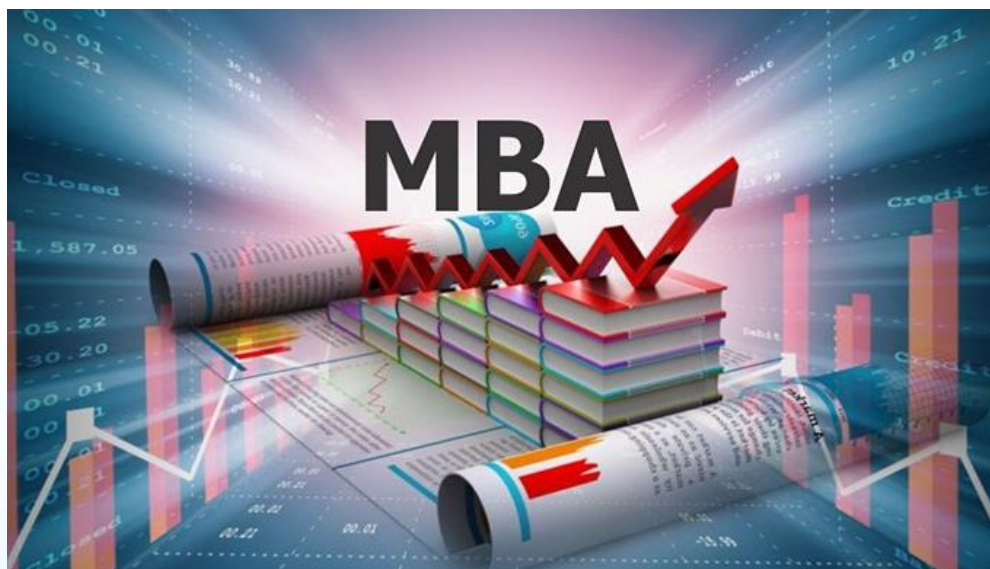
- Operations management, activities, processes and functions, role in supply chains
- Strategic, tactical and operational operations management, methods of production
- Production design, development strategy, mix, range, levels, costs, standards, targets
- Quality assurance, inspection lean production principles, waste reduction, O&M study

Module 11: MBA Thinking: Supply Chain Management

- Logistics and supply chains; inbound, operational and outbound logistics, customer service
- Supply chains and networks; flows of materials, information, funds, cost factors
- Market-driven supply chains, marketing logistics, the 4Ps and marketing logistics
- Product distribution and delivery, prices and pricing, orders and order cycle time

Module 12: MBA Thinking: Marketing Management

- The role of marketing, consumer psychology, marketing strategies and business strategy
- Market share, research, surveys, consumer research, test marketing, the marketing mix (7Ps)
- Market segmentation: demographic, psychographic, behavioural, geographic, niche markets
- Product life cycles (PLC), promotional mix, target audience, marketing budgets, marketing campaigns, value proposition, advertising campaigns and sales promotion campaigns



Pan Africa Skills & Consulting Ltd
Brunei House, 3rd Floor | Witu Road off Lusaka Road
P.O. Box 16481-00100 Nairobi, Kenya
Tel: +254 20 6530112 | 6530122
Mobile: +254 718 006 797 | 737 512 793
Email: info@panafricaskills.co.ke | www.panafricaskills.co.ke