



Management  
Centre Europe®



# MCE Mini MBA

Online & Face-to-Face

# MCE Mini MBA


**Boost your career and become a great “all-round manager” with the Mini MBA from Management Centre Europe (MCE).**

Get equipped with practical operational and managerial skills that will support the development of your management career. This management training course combines proven-by-practice methods with new insights and ideas that will grow your leadership and managerial skills. You will gain a wider perspective of management practice through breakout sessions, exercises, and case applications.

## **PROGRAMME HIGHLIGHTS:**

Use a powerful “Business Simulation” throughout the Mini MBA. The simulation covers 5 years in a company and your goal is to maximize profitability and ROCE. Investment decisions have to be made to manage growth and build competitive advantage.

The objective is to understand the real factors which impact business decisions and to practice, practice, practice what you learn during the Mini MBA.



**Cover the key areas of Leadership, Strategy, Finance, Marketing, Sales and Supply Chain Management in just 5-Days (or 12 online sessions)**

**This is a very intensive and challenging programme. Are you ready for the challenge?**





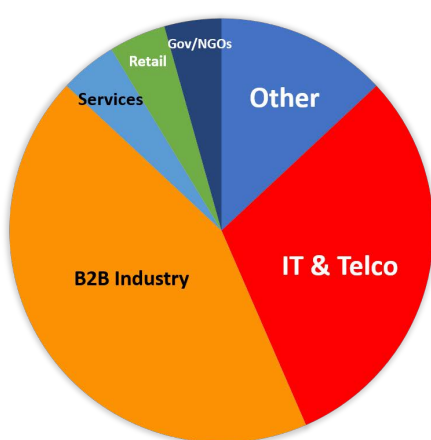
# Is this programme for you?

If you are a manager with a technical, scientific or specialist background, this is the perfect programme for you.

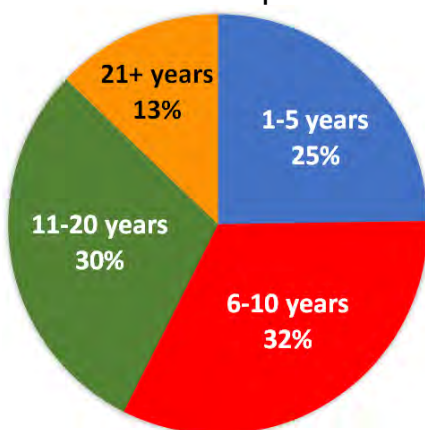
The MCE Mini MBA is the perfect programme for managers with non-managerial backgrounds that want to boost their career and become a great "All-Round Manager". Typical participants are production engineers, R&D engineers, finance managers, sales executives, marketing specialists, logistics managers, etc. or managers & department heads who need to refresh and develop their business knowledge to support their future career.

## Profile of Typical Participants

Sector




Professional Experience



## Key Competencies

- Strategic Development
- Agility
- Strategic Leadership
- Change Management
- Design Thinking
- Financial Analysis
- Marketing Planning
- Value Creation
- Understanding New Business Models



*"The programme covered my expectations to understand the whole process of business both from theoretical and practical points. The faculty with wide business background not just gave theory but shared their own experience and gave advice. I got new ideas and insights from my peers as well."*

Join 1000s of managers who have already participated in this best-selling MCE programme



# How will you benefit

After participating in the Mini MBA programme, you will grow your management skills & competencies and be able to:

- **Understand how a company really works** with a multi-functional overview of business and key leadership competences necessary for success
- **Develop strategic thinking**, planning and execution skills at a divisional or functional level, using the right tools and frameworks
- **Influence, enable and deliver wider organizational strategies**
- **Make better business decisions** and improve your contribution to the business
- Be able to **analyse the business environment** and translate changes into competitive strategies for sustainable growth
- **Support strategic goals** from top management and be able to translate them for your area and implement them more efficiently
- **Better implement strategy through the people in your team** and different departments with new leadership skills
- **Sharpen your business and collaboration skills** by actively working in teams on a business simulation



# Learn and Practice

MCE's Mini MBA is an intensive, hands-on and practical programme.

You practice what you learn every day. The programme uses a powerful "Business Simulation" throughout the programme:

- The simulation covers 5 years in a company and the objective is to maximize profitability and ROCE over the strategic 5-year period. Investment decisions have to be made to manage growth and build competitive advantage.
- Teams of 3 to 4 people work throughout the week and the simulation is synchronized with the daily class room subjects.
- It gets progressively complex during the week, as the teams have to consider multiple variables to manage the short and the long term goals. Teams receive immediate feedback.
- The objective is to understand the real factors which impact business decisions and to practice, practice, practice what you learn during the Mini MBA.

During the week (or over the 12 online modules), the programme focuses on the following 5 key areas:

- **Leadership Development** - key competences, building self awareness, leading others and the organization through change. This also includes self profiling, daily reflection and feedback from the facilitators and peers to develop emotional intelligence
- **Strategy** - building a strategy (the changing world and its impact, internal analysis, differentiation etc), and strategy execution (organizational and individual)
- **Finance** - the fundamentals that underpin business success including Profit & Loss, Balance Sheets, Cash Flow and Investment decision-making
- **Marketing & Sales** – knowing the customer (needs and segmentation) and achieving success with the customer (targeting, Customer Value Proposition, sales etc)
- **Supply Chain** - its importance in delivering the Customer Value Proposition



The MCE Faculty delivering the Mini MBA are **experienced business people** with extensive recent international senior management experience





# Learn and Practise

## Topic 1 – Leadership

- Competency framework and organizational success
- Leadership Characteristics
- Emotional intelligence and personal insights discovery
- Leadership & Management
- Business Simulation: Building Business Awareness

## Topic 2 – Strategy & Marketing

- Strategy roadmap & Competitive strategy
- Blue Ocean thinking
- Innovation
- Customer centricity
- Marketing & Sales – Essential Principles
- Business Simulation: Strategic thinking & Framing

## Topic 3 – Marketing, Supply Chain & Business Models

- Market segmentation, targeting and positioning
- Marketing mix and branding
- Supply chain
- Business models
- Financial Statements – Profit & Loss Statement (P&L)
- Business Simulation: Finance & Strategy Implementation

## Topic 4 – Financial Statements & Analysis Investment Appraisal

- Financial Statements – Balance Sheet & Cash Flow
- Financial Ratios
- Investment Appraisal Principles & Practice
- Business Simulation: Finance (continued) & Competitive Position

## Topic 5 – Strategy Execution & Consolidation

- Finalization of the Business Simulation
- Strategy Execution
- Case Study
- Leading Change (Change Management)
- Wrap up (incl. Simulation winners)
- Action plan and closing



# Practical Details

This MCE Mini MBA programme is available in 2 formats:  
Face-to-Face and Live Online



## Face-to-Face

5-Day  
Mini MBA

For New & Mid-  
Level Managers

5 Days  
€3950

Get the fundamentals of an MBA programme in just 5 days in this very intensive programme. Are you ready for the challenge?



**Classroom**



**5 Days**



**€3,950**



## Live Online

Mini MBA  
Online

For All  
Managers

12 Sessions  
€3950

The best-selling management programme for professionals with a technical, specialist or non-business background.



**Live Online**



**12 X 3 hours**



**€3,950**

To register or find the latest dates:

**[www.mce.eu](http://www.mce.eu)**

**[info@mce.eu](mailto:info@mce.eu)**

**+32 2 543 2120**

# What are MCE Live Online Programmes?

MCE i& AMA have offered **Live Online Training** for over 10 years. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top-selling Open Training Programmes.

## What are Live Online Training Programmes?

- consist of scheduled sessions of 3 hours each (3,4,6 or 12 sessions in total)
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator-led with live interaction

## Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers



**Avoid hotel and travel costs and minimize the time away from work.**



# Mini MBA Passes

**Does your company have managers with a technical, scientific or specialist background?** The MCE Mini MBAs are the perfect programmes for managers with non-managerial backgrounds who need to become “all-round managers” fast.

**Typical participants on MCE's Mini MBAs include:** Production engineers, R&D engineers, finance managers, sales executives, marketing specialists, logistics managers, etc. or managers & department heads who need to refresh and develop their business knowledge to become even better managers.

**Make it part of your company's development strategy with MCE Mini MBA Passes.** These economic, flexible and easy-to-use passes are the ideal solution for your managers to take part in an MCE Mini MBA online or face-to-face.

## Some practical details about Mini MBA Passes:

- **Valid on any format of the MCE Mini MBA programme** – Live Online or Face-to-Face\*
- **includes all MCE Mini MBA programmes** – Mini MBA, Pharma Mini MBA, Oil & Gas Mini MBA, MedTech Mini MBA, Mining MBA, Chemical Mini MBA (and any future MBAs that will be launched)
- **Ideal for managers with a technical or specialist background** – who need to get a good understanding of how your business works fast.
- **Flexible Solution** – Passes are valid for 18 months from date of purchase. Giving you the flexibility you need to develop your managers.

\*Face-to-Face programmes are subject to Covid-19 sanitary recommendations and local government regulations



## MCE Mini MBA Passes

3 Passes – €9,500 (normally €11,850)

5 Passes – €14,950 (normally €19,750)

10 Passes – €26,500 (normally €39,500)

for 10+ passes the MCE Team will create a personalized offer for your company

To purchase Mini MBA Passes  
visit the MCE Website at  
[www.mce.eu](http://www.mce.eu) or send an email to  
[info@mce.eu](mailto:info@mce.eu)

[www.mce.eu](http://www.mce.eu)

# → Key Facts About MCE



**500,000**

*Participants on MCE  
training programmes since  
1961*



**59 years**

*Providing Learning &  
Development (L&D) services in  
the EMEA region*



**1,700**

*Client companies which we have  
worked with delivering  
customized & in company  
learning solutions*



**6,200**

*In Company Training  
Solutions delivered in  
more than 94 countries*



**70+**

*Open Training  
Programmes running  
throughout the EMEA  
region - Online and  
Face-to-Face*



**10,000+**

*Managers & Leaders inspired by  
MCE's management  
development solutions each  
year*

