



MCE Mini MBA



Bestseller

Programme Details

Get equipped with the practical, operational and managerial skills you need to become a great manager & boost your career

Highlights

- Get the essentials of a Mini MBA in just 5 days
- Make real business decisions with the online Business Simulation used throughout the programme
- 5 intensive days working in teams and individually

Key Competences

- Leadership skills
- Strategy execution
- Business finance skills
- Supply chain management
- Marketing & sales skills
- Change management

The Right Programme for You

You are an engineer, specialist, scientist or technical professional and you have a new management role. This programme gives you the key skills you need to become a great manager and boost your career.

Managers

New Managers



Learn, Practice and Use

- **Understand** how a company really works with a multi-functional overview of business and key leadership competences you need in your role
- **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
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



5 days
€3,995

Live Online



12 x 3-hour sessions
€3,995

PMI Certified

The programme is certified by the Project Management Institute® (PMI).
More information at mce.eu/pmi

Available In-Company

The programme is available as an In-Company solution for your teams.
More information at mce.eu/inco

mce.eu/mba for dates, locations and full programme outline

Programme Outline

01

Leadership

- Competency framework and organizational success
- Leadership characteristics
- Emotional intelligence and personal insights discovery
- Leadership & management
- Business simulation: building business awareness

02

Strategy & Marketing

- Strategy roadmap & competitive strategy
- Blue Ocean Thinking
- Innovation
- Customer centricity
- Marketing & sales – essential principles
- Business simulation: strategic thinking & framing

03

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

04

Financial Statements & Analysis Investment Appraisal

- Financial statements – balance sheet
- Financial statements – cash flow
- Financial ratios
- Investment appraisal principles
- Investment appraisal – practice
- Business simulation: finance (continued) & competitive position

05

Strategy Execution & Consolidation

- Finalization of the business simulation
- Strategy execution
- Phoenix case study
- Leading change (change management)
- Wrap up (including simulation winners)
- Action plan and closing

The MCE Mini MBA Business Simulation

Use a powerful “Business Simulation” throughout the programme. 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

Make Real Business Decisions

- Gets progressively more complex during the week
- Consider multiple variables
- Manage short and long term goals
- Get immediate feedback.

See the Impact of Business Decisions

- Make investment decisions
- Manage growth
- Build competitive advantage.

Practice, Practice, Practice, Practice

- Understand the real factors which impact business decisions
- Practice what you learn during the Mini MBA

Maximize Profitability

- Maximise profitability
- Maximise ROCE
- Make strategic decisions

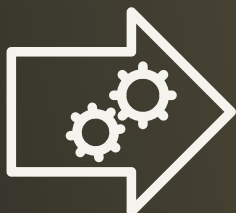


Visit
mce.eu



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

Contact us

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