



Executive Mini MBA

Essential Skills and Knowledge for Managers Executives and Professionals

► Upcoming Sessions

03-07 Jul 2023	Istanbul	\$5,950
25-29 Sep 2023	New York	\$6,950
30 Oct-03 Nov 2023	London	\$5,950
04-08 Dec 2023	California	\$6,950
12-16 Feb 2024	Marrakech	\$5,950
13-17 May 2024	London	\$5,950
01-05 Jul 2024	Istanbul	\$5,950
19-23 Aug 2024	California	\$6,950
23-27 Sep 2024	New York	\$5,950
28 Oct-01 Nov 2024	London	\$5,950
02-06 Dec 2024	California	\$5,950

► Seminar Introduction

The Executive Mini-MBA training course is aimed at experienced managers looking to make their next step in professional development. In today's complex world, it is critical to have the essentials executive skills needed to be successful as a manager or leader.

This 5-Day Executive Mini-MBA will focus on new models and competencies for success, updating the learning for the new generation of employees, global operations, and internet age. It takes an innovative approach to training and will introduce you to the key leadership and management topics that you may study in a formal MBA Programme.

This training course will highlight:

- Leadership and business strategy and skills
- Marketing, business development and sales models
- Financial measurement, control, and forecasting
- Organisational development and talent management
- Personal development and advanced communication skills

► Seminar Objectives

At the end of this Executive Mini MBA training course, you will learn to:

- ▶ Learn the key essentials of an MBA in just five days.
- ▶ How to increase your confidence and competence as a manager.
- ▶ Gain a comprehensive understanding of modern business strategy, including the latest thinking and organisation growth models.
- ▶ Examine the new best practices in motivation, HR management and talent development.
- ▶ Sharpen your financial understanding and skills to make better decisions faster.
- ▶ How create a marketing and business development plan using the latest online and global strategies and models.
- ▶ Take your communication, personal organisation and influencing skills to the next level

▶ **Seminar Methodology**

The Executive Mini-MBA training course uses many advanced learning techniques to ensure maximum knowledge transfer. This includes current and relevant case-studies, stimulating presentations supporting each of the topics together with interactive trainer lead sessions of discussion.

There will also be many practical sessions where participants can practice and experience course-related activities: participant's case studies, short video presentations, small group work and feedback will be used to facilitate learning.

▶ **Organisational Gains**

The Organization Impact will be as the following;

- ▶ Ensures that attendees are appraised of current MBA methods and application.
- ▶ Learn practical insights that can help improve results in any organization.
- ▶ Assess current issues in international business related to managing and leading.
- ▶ Improved business-planning and effective decision-making models and techniques.
- ▶ Staff who appreciate the importance of on-going learning and development.
- ▶ Improved engagement with all colleagues and other executives by learning the language of business.

▶ **Personal Gains**

By attending this Executive Mini MBA training course, the participants will have the following benefits;

- ▶ Know the essential skills and models of personal, management and business success
- ▶ Understand executive language and methods of business and senior management thinking
- ▶ Learn vital business topics, concepts and proven strategies taught as part of an MBA program
- ▶ Apply the concepts, tools, techniques, and knowledge to gain benefit for you and your organization
- ▶ Be aware of the challenges facing an organization seeking to achieve excellence and grow
- ▶ Increase your personal image and reputation and ability to communicate complex ideas well

▶ **Who Should Participate?**

This Executive Mini MBA training course is suitable to a wide range of professionals but will greatly benefit:

- ▶ All Supervisors, Middle Managers, Department Heads and Senior Managers
- ▶ Engineers and other Technical Professionals moving into management positions
- ▶ Human Resource (HR) Professionals including HR Business Partners
- ▶ Non-business Professionals who need a wider understanding of leadership and management principles
- ▶ All Professionals whose task it is to create or implement strategy who have not undertaken a formal MBA program
- ▶ Those considering a formal MBA course
- ▶ Anyone who are likely to take up managerial positions in the future
- ▶ Professionals who would like a refresher course in MBA type topics and want to be familiar

► Course outline

DAY 1

Leadership and Business Strategy and Skills

- ▶ Understanding the new models and role of strategic management and leadership in the current business environment
- ▶ Developing and executing a strategic business plan for organizational change, improvement, and growth
- ▶ Shaping organization cultures and values for the new and next generation of employees and managers
- ▶ The dynamics of organizations: culture, style, direction, and purpose.
- ▶ Leading the development of a quality models and building a great place to work.
- ▶ A review of recent business strategies, including the latest thinking and organization growth models.

DAY 2

Marketing, Business Development and Sales Modelling

- ▶ Developing a marketing plan and strategy in the online and global marketplace.
- ▶ Understanding and implementing customer relationship management, marketing principles and brand loyalty techniques.
- ▶ The analysis of consumer and industrial buyer behaviour and the purchasing decision making process.
- ▶ The evaluation of the world of digital and social media marketing: global trends and issues
- ▶ Understanding corporate social responsibility when making marketing decisions
- ▶ Developing strategies for marketing

DAY 3

Financial Measurement, Control, and Forecasting

- ▶ Reading and understanding financial reporting, ratios, and statements more accurately
- ▶ Making data-driven decision from analyzing financial reports and information
- ▶ The purpose and importance of budgeting
- ▶ Different budgeting models - Are They Relevant for Your Business?
- ▶ Preparing, negotiating implementing the budget: controlling the budget
- ▶ Using budgets to aid decision making and achieve your objectives
- ▶ Using and understanding the language of finance: case studies and examples

DAY 4

Organizational Development and Talent Management

- ▶ HR Business Strategy: the need for long-term planning for future skills.
- ▶ Aligning training and HR development to meet business objectives.
- ▶ Defining career paths and HR competency models in the organization.
- ▶ Methods of developing key personnel and talent.
- ▶ Talent management: models, grading and structures
- ▶ How to attract and retain the best talent: succession planning.
- ▶ Assessment methods: Psychometrics, Behavioral, Competency frameworks
- ▶ Formulating a strategic talent plan for the organization in line with the business strategy.

DAY 5

Personal Development and Advanced Communication Skills

- ▶ The principles of effective communication: clear, concise, and compelling.
- ▶ Winning written communication strategies

- ▶ Knowing how to present with confidence and impact
- ▶ Advanced questioning and listening skills for improved influence
- ▶ Understanding conflict and how to resolve it
- ▶ Communication with different personality styles
- ▶ Communication upwards and to the board and the senior company stakeholders

▶ Certificate

Oxford Management Centre Certificate will be provided to delegates who successfully completed the training course.

▶ Accreditation



All Training Courses delivered by Oxford Management by default are eligible for CPE Credit.

▶ In association with



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