



Consulting and Training | Reach New Heights

Course Name

Executive Mini MBA

Sector Name

Management And Leadership

Document Type

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Course Introduction

Today's business environment is filled with qualified and well-educated people who are competing for opportunities in the organization. The fast-paced development of the industrial sector has opened many possibilities for candidates to explore. Business administration is one area that is in constant growth and has a strong requirement for talented individuals who can take up the dynamic role of business management and administration.

This mini MBA training course is designed to provide participants with the key concepts as part of the formal MBA program. This course covers topics of the necessary strategies from leadership, business, and influence approaches that will enhance the participant's business capabilities.

This course will be presented in a highly interactive manner, with a very dynamic presentation style. Individual and group activities will intersperse the sessions. Video and role-play situations will highlight the major teaching features.

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Target Audience

- ✓ Managers and team leaders.
- ✓ Executives and senior managers.
- ✓ Those responsible for conflict resolution, team management, and organizational development.
- ✓ Individuals starting new businesses need to navigate complex challenges and make crucial decisions.
- ✓ Owners of small to medium enterprises (SMEs) who need to optimize operations and solve business-related problems creatively.
- ✓ All professionals who need to get an MBA.

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Learning Objectives

- ✓ Gain a comprehensive understanding of the significant concepts and management strategies essential for business administration.
- ✓ Identify the vital concepts related to leadership, management, and business success
- ✓ Interpret the development of business models and utilize business strategies in the organization.
- ✓ Enhance skills for effective decision-making, problem-solving, and cross-cultural communication.
- ✓ Discover and apply key marketing concepts and influence strategies.

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Course Outline

✓ 01 Day One

Leadership and Management Essentials

- ✓ Management and Leadership - Are they different?
- ✓ Essential Concepts of Leadership Theory that All Managers Need to Know
- ✓ The Transformational Leader
- ✓ Understanding Your Personal Management Style
- ✓ Future Leaders – Generation 'X' and 'Y'

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Course Outline

✓ 02 Day Two

Understanding Business Strategy & Business Models

- ✓ Understanding Strategy
- ✓ Vision & Mission Statements
- ✓ Creating a Business Model Using the Business Model Canvas
- ✓ Strategic Planning Tools
- ✓ Strategic Analysis Using Pestle; Five Forces & Swot Analysis

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Course Outline

✓ 03 Day Three

Decision-Making and Problem Solving

- ✓ An Introduction to Decision-making & Problem Solving
- ✓ The Decision-making Process
- ✓ The Six-Step Problem-Solving Technique
- ✓ Tools for Making Decisions (PMI, Crawford slop, 5 whys, brainstorming)
- ✓ Avoiding Groupthink

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Course Outline

✓ 04 Day Four

Cross-Cultural Communication Skills

- ✓ Understanding the Psychology of Communication
- ✓ Removing the Barriers to Communication
- ✓ Dimensions of Culture: Value Dimensions
- ✓ Cross-cultural Communication
- ✓ Improving Your Listening & Questioning Skills

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Course Outline

✓ 05 Day Five

Marketing Essentials and Influence

- ✓ Understanding Key Marketing Concepts
- ✓ The Unique Selling Point (USP)
- ✓ Market Research - How consumers are influenced by the markets and buy
- ✓ Influence Strategies
- ✓ Personal Action Plans

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh
Aug. 16, 2027	Aug. 20, 2027	5 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 9, 2027	5 days	4950.00 \$	England , London
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai

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