PARTNERS IN KNOWLEDGE UK LTD
Suite No. 129
295 Chiswick High Road
LONDON W4 4HH



Mini-MBA

PIK729-0127 UK-LDN-1

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Suite No. 129
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Place	: London	**Venue**	: Radisson Blu Hotel (19-25 Granville Place, London W1H 6PA) - TBC		
Start Date	: 25-01-2027	**End Date**	: 29-01-2027	**PPP**	: £4950

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If you can't train them, you can't blame them!

Short Description:

COURSE OVERVIEW The Mini MBA training program is structured to deliver a concise yet thorough introduction to the principles of business administration. This program encompasses critical knowledge across various key disciplines, ensuring that participants gain a well-rounded understanding of the business landscape. By focusing on core concepts, the training equips individuals with the foundational skills necessary to navigate the complexities of modern business environments. Moreover, the program empowers participants to make informed decisions and lead effectively within their organizations. By fostering an understanding of strategic thinking and organisational dynamics, the Mini MBA training enhances participants' capabilities to drive growth and innovation. Ultimately, this program serves as a vital stepping stone for individuals seeking to advance their careers in business administration and contribute meaningfully to their organisations.

Course Overview:

COURSE OBJECTIVES

At the end of this program, participants will be able to:

- Demonstrate proficiency in strategic management principles and practices.
- Analyse financial statements.
- Make informed financial decisions.
- Develop effective marketing strategies.
- Execute marketing strategies successfully.
- Optimise operations management processes.
- Lead teams and organisations effectively while applying principles of organisational behaviour and leadership.

TARGET AUDIENCE

- Mid-level managers who aspire to advance into senior leadership roles.
- Entrepreneurs and business owners in need of a foundational understanding of management principles.
- Professionals making a transition into managerial positions.
- Team leaders focused on developing both strategic and operational skills.
- Specialists seeking to acquire cross-functional business knowledge.
- Individuals interested in enhancing their leadership capabilities.
- Managers aiming to improve team performance and productivity.

Program Outline:

DAY 1: Strategic Management

1. Assessing market trends and competitive landscape.
2. Establishing organisational aims and objectives.
3. Formulating strategic plans and initiatives.

4. Executing change management tactics.
5. Reviewing performance and modifying strategies as needed.

DAY 2: Financial Management

1. Interpreting financial statements and conducting analysis.
2. Planning budgets and forecasting future needs.
3. Making decisions on capital budgeting and investments.
4. Overseeing cash flow and managing working capital.
5. Assessing financial risks and creating risk management plans.

DAY 3: Marketing and Brand Management

1. Conducting market research and analysing consumer behaviour.
2. Crafting marketing strategies and campaigns.
3. Positioning and differentiating the brand.
4. Implementing digital marketing and social media tactics.
5. Enhancing customer relationship management.

DAY 4: Operations and Supply Chain Management

1. Overseeing production processes and operational activities.
2. Designing and optimising the supply chain.
3. Managing inventory and logistics.
4. Ensuring quality control and improving processes.
5. Coordinating global operations and international logistics.

DAY 5: Leadership and Organisational Behaviour

1. Exploring various leadership styles and methodologies.
2. Creating effective teams and encouraging collaboration.
3. Managing organisational culture and driving change.
4. Developing conflict resolution and negotiation skills.
5. Promoting ethical leadership and corporate governance.