

5-DAY INTENSIVE TRAINING WORKSHOP

Mini MBA in 5 Days

Unlock Leadership Potential: Complete Your Mini MBA in 5 Days



Course Description

This intensive Mini MBA course delivers key business insights and management skills in a compact, 5-day format. It offers participants a well-rounded foundation in essential business functions, including finance, marketing, operations, strategy, and leadership. Through interactive discussions, case studies, and practical exercises, participants will gain actionable skills and knowledge to make strategic decisions, lead teams, and improve business outcomes.

Who Should Attend

This course is ideal for:

- Mid-level managers and executives looking to strengthen their understanding of business principles.
- Entrepreneurs and small business owners seeking to improve their business management skills.
- Professionals transitioning into managerial or leadership roles.
- Individuals from non-business backgrounds who want to build a robust understanding of business fundamentals.

Course Objectives

By the end of the course, participants will be able to:

- Comprehend core business principles across multiple functional areas.
- Interpret financial information and use it for effective decision-making.
- Develop marketing and customer relationship strategies that align with business goals.
- Apply leadership techniques to foster a productive team environment.
- Create and manage operational processes for greater efficiency and scalability.
- Formulate strategic plans that drive business growth and competitive advantage.
- Analyze and mitigate business risks effectively.
- Utilize human resources practices to attract, retain, and motivate top talent.
- Incorporate digital tools and trends to innovate and adapt in a changing marketplace.
- Enhance problem-solving and decision-making skills for complex business challenges.

Course Content

Day 1: Business Fundamentals and Strategic Overview

- Introduction to Business Management: Understanding the core functions and roles within a business.
- Strategic Thinking and Planning: Basics of strategic management and aligning goals with organizational vision.
- Competitive Analysis: Assessing industry dynamics, market competition, and positioning.
- Business Models and Value Creation: Exploring different business models and ways to create and capture value.

Day 2: Leadership and Organizational Behavior

- Leadership Styles and Skills: Examining various leadership styles and understanding effective leadership practices.
- Motivation and Team Dynamics: Techniques for motivating teams and building a positive team culture.
- Decision-Making in Management: Frameworks and approaches for making effective managerial decisions.
- Change Management: Strategies for leading and managing change within an organization.

Day 3: Finance and Accounting Fundamentals

- Reading Financial Statements: Understanding the income statement, balance sheet, and cash flow statement.
- Financial Analysis and Ratios: Using key metrics to assess company performance and financial health.
- Budgeting and Financial Planning: Techniques for forecasting, budgeting, and financial planning.
- Cost Control and Profitability: Identifying cost drivers, managing expenses, and maximizing profitability.

Day 4: Marketing, Customer Value, and Business Development

- Market Segmentation and Targeting: Identifying and targeting key customer segments.
- Developing a Marketing Strategy: Aligning marketing efforts with business objectives.
- Brand Positioning and Communication: Building a strong brand identity and messaging.
- Customer Relationship Management (CRM): Strategies for managing and improving customer relationships.

Day 5: Strategy and Leadership for Sustainable Growth

- Leadership and Organizational Behavior: Leading effectively and creating a positive organizational culture.
- Strategic Planning and Implementation: Building a strategic roadmap for long-term success.
- Digital Transformation and Innovation: Integrating technology and innovation for competitive advantage.
- Risk Management and Sustainability: Assessing risks and promoting sustainable business practices.

Certificate Accreditations

The Certificate in **Mini MBA in 5 Days** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.



Cambridge
Training College Britain



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