MERCURY

# Mini Master Business Administration (Certified)

5 – 9 September 2027
Sharm El-Sheikh (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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**Ref:** 15115_259567 **Date:** 5 – 9 September 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

## Introduction:

In the modern landscape, where competitive pressures and organizational expectations are incessantly growing, it is imperative to possess a robust understanding of your enterprise's trajectory. Our 1-week Mini Master Business Administration training course is to address the multifaceted issues and challenges today's business leaders encounter, steering you toward a prosperous future. This seminar is a condensed amalgamation of the pivotal capabilities necessary for triumphant business administration and leadership.

## Targeted Groups:

The Mini Master Business Administration Certified is ideal for Managers, Executives, and Employees eager to heighten their experience and enhance their careers through a superior business administration certification.

## Course Objectives:

Upon the completion of this business administration course, participants will:

- Comprehend and apply the foundational components of Personal and Business success.
- Enable professionals from non-business backgrounds to understand and engage in business administration practices.
- Gain a perspicacious insight into critical business subjects, the corporate milieu, and strategic contemplations.
- Using strategy thinking, apply the concepts, tools, analytical techniques, and financial knowledge to maximize the organization's value.
- Empower the leader's role using creative thinking techniques.
- Enhance leadership effectiveness with the aid of inventive thinking methodologies.

## Targeted Competencies:

Participants in this business administration training will develop expertise in the following areas:

- Leadership aptitude.
- Core financial disciplines.
- Market and sales prowess.
- Business planning capabilities.
- Foster innovation.

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## Course Content:

### Unit 1: Creative Leadership:

- Introduction with aims and objectives.
- Engage in reflective thinking.
- Unpack the essence of creative leadership.
- Examine historical and cultural leadership exemplars.
- Pathways to fostering personal creativity.
- Fundamentals of strategic planning.
- Leadership styles deep dive.
- Explore Blake and Mouton grid.
- Interactive Q&A session.
- Review and wrap up activities.

### Unit 2: Finance and Accounting for Non-financial Managers:

- Recap of the previous session.
- Solutions and updates.
- Session objectives and goals.
- Understand the Basic Accounting Equation.
- Analysis of financial transactions.
- Dissect Revenues and Expenses.
- Comprehension of financial statements.
- Interactive Q&A session.
- Practical application and solutions.
- End-of-day procedures.

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## Unit 3: Strategic Planning for Effective Marketing:

- Review of previous content.
- Administrative solutions and updates.
- Clarify session intentions.
- Strategic Thinking principles.
- Essentials of Strategic Planning.
- Delving into Marketing Strategy Planning.
- Extension of Marketing Strategy Considerations.
- Overview of the Marketing Control Process.
- Interactive Q&A session.
- Housekeeping.

## Unit 4: Managing Organizational Structure and Culture:

- Recapitulation of the preceding session.
- Procedural updates.
- The session aims and objectives delineation.
- Organizational structure: The fundamentals.
- Organizational structure design analysis.
- Exploration of Organizational Culture.
- Interactive Q&A session.
- Conclude daily formalities.

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## Unit 5: Teamwork Leadership:

- Synthesis of previous learning.
- Operational updates and resolutions.
- Lay out the day's objectives.
- Investigate leader attributes.
- Explore the journey of becoming a Leader.
- Team Building methodologies.
- Understand the problem-solving and decision-making techniques.
- Interactive Q&A session.
- Comprehensive course review.
- Explore formal session closure, participant appreciation, and Certificate in Business Administration award ceremony.

## Conclusion:

The Mini Master Business Administration Certified provides a holistic business administration training opportunity, equipping participants with a coveted business administration certificate and the practical knowledge required to excel in business administration.