MERCURY

Mini Master MBA Business Management Skills Training Course

4 – 8 January 2027
Barcelona (Spain)



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

Mini Master MBA Business Management Skills Training Course

Ref: 1117_333962 **Date:** 4 – 8 January 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction

In today's highly competitive and challenging environment, it is critical to have a proper perspective on the direction in which your organization is heading.

This 1-week MBA business management skills course will focus on issues and challenges and point you in the correct direction for the future.

The MBA business management skills seminar will stretch participants and equip them with the knowledge and confidence to lead and manage a fast-moving and complex business environment.

The MBA business management skills course is a unique distillation of the skills you need to succeed in business delivered by people in business.

Understanding the Mini MBA Program

The Mini MBA program provides a concentrated business management training course, similar to a business and management MBA, aimed at professionals seeking to enhance their understanding of business administration and management.

This MBA business management skills course segment delves into what a mini MBA certificate involves and how it aligns with the principles and strategies taught in an MBA program.

Participants in the MBA business management skills course will explore the concept of a Mini MBA and how it can benefit their career, particularly in small business management or for those seeking a compact yet comprehensive study of business management.

Targeted Groups

- Managers.
- Executives and employees who desire to acquire significant experience to advance their careers.

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Course Objectives

By the end of this MBA business management skills course, participants will:

- Comprehend the essential ingredients of:
  - Personal success.
  - Management success.
  - Business success.
- Aid non-business-trained professionals in grasping fundamental business principles.
- Understand the vital ingredients of personal, management, and business success.
- Attain clear comprehension of pivotal business topics, critical concepts, and proven strategies taught as part of an MBA in business administration and management program.
- Apply the concepts, tools, analytical techniques, and knowledge to secure financial advantage for themselves and their organization.
- Understand the leader's role in today's increasingly arduous business environment and carve out a unique niche for themselves.
- Be cognizant of the challenges confronting an organization that aspires to survive or thrive.

Targeted Competencies

- Leadership skills.
- Essential financial knowledge.
- Marketing and sales.
- Business planning.
- Fostering and development of innovation.

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Course Content

Unit 1: Leadership, Teamwork & Ethical Success

- Why a 1-week MBA?
- The impact that leadership has on an organization's success.
- Essential concepts of leadership theory are necessary for all managers.
- Teamwork essentials.
- Understand the "Tuckman Model" and its relevance to how individuals and groups work effectively and competently in business environments.
- The significance of ethics and corporate social responsibility in the modern business milieu.

Unit 2: Money: Finance and Accounting for Non-Financial Managers

- Simplified accounting concepts.
- Key financial terms every manager must know.
- Understanding the profit and loss account.
- Comprehension of the balance sheet's structure and its assessment.
- Fundamentals of product costing.
- Considering the going-concern assumption.
- Insights into return on investment, risk assessment, and Profit and loss.

Unit 3: Marketing and Sales Success and Blue Ocean Thinking

- Grasping essential marketing concepts.
- A case study on novel product development.
- Determining the unique selling point USP.
- The intricacies of market research and consumer behavior.
- How do the markets influence consumers and buy?
- Branding strategies for individuals and organizations.
- Utilizing SWOT, PEST, and five forces analysis.
- Blue ocean thinking and its strategic importance in business.

Unit 4: Organizational Structures and Their Role in Today's Business Environment

- Organizational structures: tall, flat, centralized, hierarchical, matrix.
- Why do many leading companies prefer the Matrix structure?
- The importance of innovation for sustainable success.
- The psychology of the group.
- An introduction to group dynamics.

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Unit 5: Leadership of Tomorrow and Crafting a Strategy for Success

- Understanding the nuances of Generations X and Y.
- Motivating a new generation workforce.
- Embracing an entrepreneurial approach within one's company.
- Strategies for success - an exploration of outliers.
- Crafting a successful vision and vision statements.
- Developing personal action plans.