

COMPREHENSIVE COURSE IN MINI MBA BUSINESS AND MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Comprehensive Course in Mini MBA Business and Management delivers the core business knowledge of an MBA in a compact, practical format. Managers need fluency in finance, marketing, operations, and strategy to make sound decisions and speak the language of the business. This Comprehensive Course in Mini MBA Business and Management Training Course builds that fluency across five focused days. Participants read financial statements, evaluate investment options, position products in competitive markets, improve processes, and shape strategy. Furthermore, the course covers people leadership, project delivery, and digital business trends. As a result, participants leave with a connected view of how a business works and where they create value.

Comprehensive Course in Mini MBA Business and Management Course Objectives

- Interpret financial statements using the income statement, balance sheet, and cash flow statement.
- Evaluate investment decisions with net present value, IRR, and payback analysis.
- Build budgets and forecasts using variance analysis and zero-based budgeting.
- Apply marketing frameworks including the 4Ps, STP, and the marketing funnel.
- Analyze customers using segmentation, targeting, and positioning models.
- Improve operations with Lean principles, value stream mapping, and Six Sigma basics.
- Use strategic tools such as SWOT, PESTEL, and Porter's Five Forces.
- Translate strategy into execution with the Balanced Scorecard and OKRs.
- Manage projects using work breakdown structures, Gantt charts, and risk registers.
- Lead teams with situational leadership, delegation, and performance feedback.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops across finance, marketing, operations, and strategy.
- Integrated business case studies and simulations.
- Hands-on work with financial models and strategy canvases.
- Group problem-solving on realistic management decisions.
- Peer discussion and expert-facilitated review.
- Action planning that turns each discipline into a workplace commitment.

Who Should Take This Course

- Functional and departmental managers broadening business knowledge.
- Specialists moving into general management roles.
- Team leaders and supervisors preparing for wider responsibility.
- Engineers, IT professionals, and technical experts entering management.
- Small business owners and entrepreneurs.
- Professionals seeking a structured business fundamentals refresher.

Comprehensive Course in Mini MBA Business and Management Course Outlines

Day 1: Business Foundations and Financial Literacy

- Understanding business models and value creation.
- Reading the income statement, balance sheet, and cash flow statement.
- Analyzing profitability, liquidity, and leverage ratios.
- Calculating net present value, IRR, and payback period.
- Building a simple budget and forecast.



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- Applying break-even and contribution margin analysis.
- Practicing with a company financial case.

Day 2: Marketing and Customer Value

- Applying the 4Ps and the extended 7Ps framework.
- Using segmentation, targeting, and positioning (STP).
- Mapping the customer journey and marketing funnel.
- Pricing strategies and value-based pricing.
- Evaluating brand equity and positioning maps.
- Measuring marketing performance with CAC, CLV, and ROI.
- Building a go-to-market outline for a product.

Day 3: Operations and Process Excellence

- Understanding operations strategy and capacity planning.
- Applying Lean principles and the eight wastes.
- Using value stream mapping to find delays.
- Reviewing Six Sigma basics and quality tools.
- Improving processes with PDCA and root cause analysis (5 Whys, fishbone).
- Managing inventory with EOQ and safety stock concepts.
- Improving service delivery with queuing and flow basics.

Day 4: Strategy and Business Analysis

- Scanning the environment with PESTEL analysis.
- Assessing industry structure with Porter's Five Forces.
- Evaluating internal capability with SWOT, VRIO, and the value chain.



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- Choosing competitive strategy with Porter's generic strategies.
- Exploring growth options with the Ansoff matrix.
- Assessing portfolio choices with the BCG matrix.
- Translating strategy into a Balanced Scorecard and OKRs.

Day 5: Leadership, Projects, and Digital Business

- Leading teams with situational leadership and delegation levels.
- Setting goals with SMART objectives and performance feedback.
- Managing projects with work breakdown structures and Gantt charts.
- Tracking project risk with risk registers and mitigation plans.
- Understanding digital transformation and business model disruption.
- Using data and analytics for management decisions.
- Finalizing a personal Mini MBA application plan.

Conclusion

By successfully completing Comprehensive Course in Mini MBA Business and Management, participants will have acquired a connected understanding of finance, marketing, operations, strategy, and leadership, along with practical tools for analysis and decision-making. They will have gained skills in financial interpretation, customer value management, process improvement, and strategic execution, plus a personal application plan. Gentex Training Center designed this program to build confident, well-rounded managers.

FAQs





Q1 What is the "Comprehensive Course in Mini MBA Business and Management" course about?

It condenses core business education into five practical days. Participants study financial literacy, marketing, operations, strategy, project delivery, and people leadership, so they understand how the main functions of a business connect and drive results.

Q2 What are the key benefits of the "Comprehensive Course in Mini MBA Business and Management" course?

Participants gain broader business judgement, stronger financial literacy, and better cross-functional decisions. Managers also communicate more credibly with finance, sales, and operations, spot improvement opportunities faster, and contribute more effectively to strategic discussions.

Q3 What skills will I gain from the "Comprehensive Course in Mini MBA Business and Management" course?

You will develop four core skills: financial analysis and budgeting, marketing and customer value management, operations and process improvement, and strategic planning and execution with team leadership.



Q4 What tools, methods, or standards are covered in the "Comprehensive Course in Mini MBA Business and Management" course?

The course covers financial statements and ratio analysis, NPV, IRR and payback, break-even analysis, the 4Ps and STP, CAC, CLV and ROI, Lean and value stream mapping, Six Sigma basics, PDCA, the 5 Whys and fishbone diagrams, PESTEL, Porter's Five Forces, SWOT, VRIO, the value chain, the Ansoff and BCG matrices, the Balanced Scorecard, OKRs, and Gantt charts with risk registers.

Q5 How is the "Comprehensive Course in Mini MBA Business and Management" course applied in real-world practice?

Participants apply the frameworks to live business tasks, such as reviewing company financials, building a go-to-market outline, mapping a process for delays, shaping a strategy plan, and managing a project schedule. Each module ends with an action commitment, so learning transfers directly into management work.