

MINI MBA BUSINESS AND MANAGEMENT ADVANCED



GENTEX[®]
TRAINING CENTER



Introduction

The Mini MBA Business and Management Advanced Course delivers a condensed, senior-level view of how modern organizations create value. It brings together strategy, finance, marketing, operations, and people leadership into one integrated programme. Participants learn how functional decisions connect to overall business performance, and how to read financial statements, assess markets, manage teams, and drive execution. The course suits professionals who need broader commercial fluency without leaving their current role for a full degree. Furthermore, it builds the analytical vocabulary and the decision-making discipline that senior management expects. As a result, delegates return with a practical toolkit they can apply immediately to real business problems.

Mini MBA Business and Management Advanced Course Objectives

- Apply strategic analysis frameworks such as SWOT, PESTLE, and Porter's Five Forces to real business situations.
- Interpret financial statements, including the income statement, balance sheet, and cash flow statement.
- Evaluate investment decisions using net present value (NPV), internal rate of return (IRR), and payback analysis.
- Build budgets, forecasts, and cost structures that support profitability.
- Design marketing strategies using the marketing mix, STP model, and customer lifetime value.
- Improve operational performance through lean principles and process mapping.
- Lead and motivate teams using situational leadership and performance management methods.
- Manage change programmes using Kotter's eight-step model and stakeholder mapping.
- Apply governance, risk, and ethics standards to business decisions.

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- Present business cases and strategic recommendations clearly to senior stakeholders.

Course Methodology

- Interactive lectures delivered by experienced business practitioners.
- Case studies of global and regional companies facing real strategic challenges.
- Group exercises using SWOT, PESTLE, and business model canvas tools.
- Financial modelling practice in spreadsheets for investment appraisals.
- Business simulation rounds that test decision-making under pressure.
- Structured debates on strategy, ethics, and leadership dilemmas.
- Capstone workshop where teams present an integrated business plan.

Who Should Take This Course

- Managers moving into broader general management roles.
- Functional specialists in finance, marketing, operations, or HR.
- Team leaders preparing for senior management responsibility.
- Entrepreneurs and business owners scaling their companies.
- Consultants and analysts advising on business strategy.
- High-potential professionals building commercial acumen.

Mini MBA Business and Management Advanced Course Outlines

Day 1: Strategy and Business Environment Analysis

- Purpose of strategy and the difference between strategy and planning.
- Applying SWOT and PESTLE analysis to assess business position.



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- Porter's Five Forces and competitive advantage concepts.
- Business model canvas and value proposition design.
- Market segmentation, targeting, and positioning (STP).
- Setting strategic objectives with SMART goals.
- Case exercise: diagnosing a company's strategic position.

Day 2: Finance, Accounting, and Value Creation

- Reading the income statement, balance sheet, and cash flow statement.
- Key ratios: profitability, liquidity, efficiency, and gearing.
- Working capital management and cash conversion cycle.
- Cost behaviour, contribution margin, and break-even analysis.
- Investment appraisal using NPV, IRR, and payback period.
- Building budgets and rolling forecasts.
- Exercise: appraising a capital investment proposal.

Day 3: Marketing, Customers, and Revenue Growth

- Marketing mix (7Ps) and integrated marketing planning.
- Customer lifetime value and acquisition cost analysis.
- Pricing strategies and margin optimisation.
- Digital channels, CRM, and customer journey mapping.
- Brand positioning and competitive messaging.
- Sales forecasting and pipeline management.
- Workshop: building a go-to-market plan.





Day 4: Operations, Projects, and Performance Excellence

- Process mapping and value stream analysis.
- Lean principles and waste reduction methods.
- Supply chain fundamentals and supplier performance.
- Project selection and portfolio prioritisation.
- Performance measurement with KPIs and balanced scorecard.
- Quality management using PDCA cycles.
- Exercise: redesigning a core business process.

Day 5: Leadership, Change, and Governance

- Leadership styles and situational leadership.
- Team motivation, delegation, and coaching techniques.
- Managing change with Kotter's eight-step model.
- Stakeholder mapping and influence strategies.
- Governance, risk, and ethical decision-making.
- Communicating strategy to boards and investors.
- Capstone workshop: presenting an integrated business plan.



Conclusion

By successfully completing Mini MBA Business and Management Advanced, participants will have acquired integrated knowledge of strategy, finance, marketing, operations, and leadership. They will understand how to analyse business performance, appraise investments, and lead teams through change. Furthermore, they will gain confidence in presenting strategic recommendations to senior stakeholders. Gentex Training Center builds this programme around practical application, so delegates leave ready to create measurable value in their organizations.

FAQs for the Mini MBA Business and Management Advanced course

Q1 What is the "Mini MBA Business and Management Advanced" course about?

It is a condensed business programme covering strategy, finance, marketing, operations, and leadership. Participants learn how each function contributes to overall performance and how to make informed management decisions. The course delivers core MBA concepts in a practical, applied format.

Q2 What are the key benefits of the "Mini MBA Business and Management Advanced" course?

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It builds commercial fluency across every major business function, helping participants move from specialist thinking to general management. They gain sharper financial and strategic judgement, stronger leadership capability, and a practical toolkit for real decisions. Many delegates report faster career progression and better cross-functional credibility.

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

Participants gain strategic business analysis, financial and investment appraisal, cross-functional management, and leadership and change management.

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

The course covers SWOT, PESTLE, Porter's Five Forces, the business model canvas, the STP model, the 7Ps marketing mix, customer lifetime value, NPV, IRR, payback period, break-even analysis, the balanced scorecard, PDCA cycles, Kotter's eight-step change model, and stakeholder mapping.

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

Participants apply it by analysing markets, appraising investments, building budgets, and designing go-to-market plans. They also lead teams through change, measure performance with KPIs, and present business cases to senior management. This directly improves decision quality and organizational results.

