

MINI MBA: BUSINESS ESSENTIALS



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TRAINING CENTER



Introduction

Mini MBA: Business Essentials Training Course gives professionals the core business knowledge they need to contribute beyond their own function. It compresses the essentials of strategy, finance, marketing, operations, and people management into one connected programme. The value comes from integration: managers who understand how money, markets, and operations interact make better decisions than those who see only their own department. This course builds that connected view. As a result, participants learn to read financial statements, assess strategic options, plan marketing activity, and manage performance. Furthermore, the course covers risk, ethics, and leading change.

Mini MBA: Business Essentials Course Objectives

- Apply PESTLE, SWOT, and Porter's Five Forces to business analysis.
- Read financial statements and interpret key financial ratios.
- Build budgets and appraise investments using NPV and IRR.
- Apply segmentation, targeting, and positioning in marketing.
- Use the marketing mix and customer journey mapping.
- Design operating models and improve processes with Lean and PDCA.
- Manage projects with scope, schedule, and cost control.
- Apply motivation, delegation, and performance management.
- Build business cases with cost-benefit and value analysis.
- Lead change with Kotter's eight steps and the ADKAR model.

Course Methodology

- Facilitated sessions built around real business cases.
- Financial analysis and investment appraisal workshops.
- Group exercises in strategy, marketing, and operations design.

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- Role-play of business cases and executive briefings.
- Case studies from multiple industries and business models.
- Simulation of a business unit planning round.
- Peer review, reflection, and a personal development plan.

Who Should Take This Course

- Managers seeking a broad business foundation.
- Functional specialists moving into general management.
- Engineers and technical professionals entering business roles.
- Entrepreneurs and small business owners.
- Project and program managers broadening commercial awareness.
- Finance, marketing, and operations professionals.
- New graduates entering management tracks.

Mini MBA: Business Essentials Course Outlines

Day 1: Strategy and the Business Environment

- Defining strategy and competitive advantage.
- PESTLE analysis for the external environment.
- SWOT analysis and its practical limits.
- Porter's Five Forces and industry structure.
- Business models and value propositions.
- Strategic choices and priority setting.
- Case study: a business that repositioned successfully.





Day 2: Finance Essentials

- Reading the three core financial statements.
- Key ratios: profitability, liquidity, efficiency, and gearing.
- Cost behaviour, contribution, and break-even analysis.
- Budgeting and variance analysis.
- Investment appraisal with NPV, IRR, and payback.
- Cash flow and working capital basics.
- Workshop: analysing a company's financial statements.

Day 3: Marketing and Customers

- Segmentation, targeting, and positioning.
- The marketing mix: product, price, place, promotion.
- Customer journey mapping and experience design.
- Brand value and pricing strategy.
- Market research and demand estimation.
- Digital channels and analytics basics.
- Workshop: building a marketing plan for a product.

Day 4: Operations, Projects, and Performance

- Operating model design: structure, process, technology, people.
- Process improvement with value stream mapping and PDCA.
- Quality management and continuous improvement.
- Project fundamentals: scope, schedule, cost, and risk.
- Performance measurement with KPIs and the Balanced Scorecard.

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- Supplier and supply chain basics.
- Workshop: improving a business process.

Day 5: People, Leadership, and Business Integration

- Motivation, engagement, and performance management.
- Delegation, coaching, and team development.
- Building business cases and presenting to decision-makers.
- Risk management, governance, and business ethics.
- Leading change with Kotter's eight steps and ADKAR.
- Creating a personal business development plan.
- Capstone: presenting an integrated business plan.

Conclusion

By successfully completing Mini MBA: Business Essentials Training Course, participants will have acquired the knowledge to analyse strategy and markets, read financial statements and appraise investments, build marketing and operating plans, manage projects and performance, lead people, and present a coherent business case. They will also understand how the functions of a business connect and reinforce each other. Gentex Training Center delivers this programme through applied workshops and expert facilitation, giving professionals a practical business foundation they can apply immediately.

FAQs for the Mini MBA: Business Essentials course





Q1 What is the "Mini MBA: Business Essentials" course about?

It is a condensed training programme covering the core business disciplines. It introduces strategy, finance, marketing, operations, project management, and people leadership in one integrated course.

Q2 What are the key benefits of the "Mini MBA: Business Essentials" course?

Participants gain a cross-functional understanding of how a business works, stronger commercial judgement, and the confidence to contribute to strategic discussions. Organizations benefit from managers who decide with financial and market awareness, present better business cases, and collaborate more effectively across functions.

Q3 What skills will I gain from the "Mini MBA: Business Essentials" course?

Participants build strategic and market analysis, financial statement reading and investment appraisal, marketing and customer planning, and operations, project, and performance management.



Q4 What tools, methods, or standards are covered in the "Mini MBA: Business Essentials" course?

The course covers PESTLE, SWOT, Porter's Five Forces, business model analysis, financial statement and ratio analysis, break-even and cost-benefit analysis, NPV, IRR and payback, budgeting and variance analysis, segmentation and positioning, the marketing mix, customer journey mapping, operating model design, value stream mapping, PDCA, KPI dashboards, the Balanced Scorecard, project scope and risk control, Kotter's eight steps, and the ADKAR model.

Q5 How is the "Mini MBA: Business Essentials" course applied in real-world practice?

Learners apply it by analysing their unit's finances and market position, building investment justifications, designing marketing and operating plans, managing projects with clear controls, and presenting integrated business cases to senior management.