

MINI MBA: ESSENTIALS OF MANAGEMENT



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Introduction

Managers move into wider responsibility without ever receiving a full picture of how a business works. They learn finance, marketing, operations, and people leadership in fragments, often years apart. This Mini MBA: Essentials of Management Training Course closes that gap in a structured, practical way. Furthermore, it covers strategy, financial literacy, marketing, operations, organizational behaviour, and performance management in one connected programme. Participants also work through cases and simulations that show how each function affects the others. As a result, they leave with the broad commercial understanding senior roles demand.

Mini MBA: Essentials of Management Course Objectives

- Explain how businesses create value across functions.
- Apply strategic analysis using PESTLE, Porter's Five Forces, and SWOT.
- Read financial statements and interpret key performance ratios.
- Build budgets, forecasts, and simple business cases.
- Apply marketing fundamentals including segmentation and the 4Ps.
- Understand operations management, Lean thinking, and process design.
- Apply organizational behaviour theory to team and culture challenges.
- Set goals and measure performance with OKRs and balanced scorecards.
- Manage projects with scope, schedule, and risk discipline.
- Lead change using Kotter's eight-step model and ADKAR.

Course Methodology

- Interactive workshops built around integrated business cases.
- Guided financial, marketing, and operations analysis exercises.
- Business simulation covering decisions across functions.

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- Group discussion, peer review, and structured reflection.
- Case studies from manufacturing, service, and public sectors.
- Action planning that links each discipline to the participant's own role.

Who Should Take This Course

- Managers moving from specialist roles into general management.
- Team leaders seeking a broader business perspective.
- Engineers, technical specialists, and professionals entering management.
- Business owners and entrepreneurs formalizing their knowledge.
- Public sector managers with commercial responsibilities.
- High-potential employees preparing for wider accountability.

Mini MBA: Essentials of Management Course Outlines

Day 1: Strategy and Business Models

- Understanding how businesses create and capture value.
- Applying PESTLE and Porter's Five Forces to industry analysis.
- Conducting SWOT and capability assessment.
- Choosing strategic priorities and competitive positioning.
- Building business models with the Business Model Canvas.
- Aligning functions with strategy.
- Reviewing a strategic analysis case.

Day 2: Financial Literacy and Budgeting

- Reading income statements, balance sheets, and cash flow.



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- Interpreting profitability, liquidity, and efficiency ratios.
- Building budgets and rolling forecasts.
- Calculating break-even and contribution margins.
- Evaluating projects with NPV, ROI, and payback.
- Understanding working capital and cash cycles.
- Analyzing a company's financial performance.

Day 3: Marketing, Customers, and Value

- Applying segmentation, targeting, and positioning.
- Using the 4Ps and 7Ps marketing mix.
- Understanding customer lifetime value and acquisition cost.
- Conducting simple market and competitor research.
- Building a value proposition with the value proposition canvas.
- Measuring marketing performance with relevant metrics.
- Drafting a marketing plan outline.

Day 4: Operations, Projects, and Quality

- Understanding operations and process design.
- Applying Lean thinking and the eight wastes.
- Using value stream mapping and continuous improvement.
- Managing projects with scope, schedule, and risk registers.
- Applying RACI and stakeholder planning.
- Improving quality with PDCA and root cause analysis.
- Reviewing an operations improvement case.





Day 5: People, Performance, and Change

- Applying motivation and team development theories.
- Managing performance with OKRs and balanced scorecards.
- Giving feedback with the SBI model.
- Leading change with Kotter's eight-step model and ADKAR.
- Building culture and engagement in teams.
- Integrating all functions in a business simulation.
- Preparing a 90-day management development action plan.

Conclusion

By successfully completing Mini MBA: Essentials of Management, participants will gain the knowledge to read financial performance, apply marketing and operations thinking, and lead people and change with confidence. They will acquire skills in strategic analysis, financial and budgetary management, operational and project discipline, and people leadership that support wider management responsibility. Gentex Training Center builds this course around integrated cases and simulation, so learners return ready to manage with a complete business view.

FAQs

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

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It covers the core disciplines of general management in one programme. The course addresses strategy, business models, financial literacy and budgeting, marketing and customer value, operations and project management, organizational behaviour, performance management, and leading change.

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

Participants gain a complete picture of how business functions connect, speak more confidently about financial and commercial matters, and make decisions that consider the whole organization. They also strengthen marketing, operations, and project discipline and lead teams and change with more structure.

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

You will gain strategic analysis and business modelling, financial literacy and budgeting, marketing and operations management, and people leadership and change management. These four skills work together to prepare participants for broader general management responsibility.

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

The course covers PESTLE, Porter's Five Forces, SWOT, the Business Model Canvas, financial ratio analysis, break-even and contribution margin calculation, NPV, ROI and payback appraisal, the 4Ps and 7Ps marketing mix, the value proposition canvas, Lean thinking and the eight wastes, value stream mapping, PDCA, risk registers, RACI matrices, OKRs, balanced scorecards, the SBI feedback model, Kotter's eight-step model, and the ADKAR framework.



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

Participants analyse real company statements, build a budget and business case, and draft a marketing plan outline for their own organization. They also run an integrated business simulation, apply process improvement tools to a live issue, and complete a 90-day management development plan.

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