MINI MBA PROGRAM



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TRAINING CENTER

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Introduction

The Mini MBA Program by Gentex Training Center is a comprehensive and practical course tailored for professionals who aim to broaden their strategic understanding of modern business management. Designed to offer the most essential insights from a full MBA in a condensed format, this 10-day course empowers participants with the tools, techniques, and leadership mindset required to drive growth and innovation within their organizations.

By blending key principles from marketing, finance, strategy, leadership, and operations, this program fosters a multidisciplinary view of business functions. Participants will be immersed in real-world scenarios, interactive workshops, and executive-level thinking that prepares them to take on greater responsibility and contribute meaningfully to business success.

Mini MBA Program Course Objectives

- Understand the core disciplines of a traditional MBA, including strategy, finance, marketing, operations, and leadership.
- Enhance decision-making skills using data-driven and analytical approaches.
- Develop leadership and communication capabilities essential for organizational influence.
- Apply critical thinking to real-life business challenges and propose innovative solutions.
- Build an integrated business mindset to align departments, drive performance, and manage change effectively.
- Improve strategic planning and execution aligned with business goals.
- Strengthen financial literacy to assess business viability and investment decisions.

Course Methodology

This course employs a mix of case studies, simulations, team-based activities, interactive lectures, and business problem-solving workshops to ensure engagement and practical understanding.

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Who Should Take This Course

- Mid- to senior-level professionals aiming to step into executive roles
- Department heads and team leaders looking to expand strategic insights
- Entrepreneurs and business owners
- Professionals from non-business backgrounds seeking managerial knowledge
- Project managers, consultants, and decision-makers

Mini MBA Program Course Outlines

Day 1: Business Strategy and Competitive Advantage

- Understanding business models and strategy frameworks
- Analyzing the competitive landscape (Porters Five Forces)
- Strategic positioning and differentiation
- Business environment scanning and risk assessment

Day 2: Leadership and Organizational Behavior

- Leadership styles and emotional intelligence
- Building high-performance teams
- Organizational culture and change management
- Influencing and motivating people

Day 3: Financial Management and Analysis

- Fundamentals of financial statements
- Financial ratio analysis

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- Budgeting, forecasting, and capital planning
- Interpreting business performance

Day 4: Marketing Management

- Understanding customer behavior and value propositions
- Marketing strategies and digital trends
- Branding, pricing, and positioning
- Customer relationship management

Day 5: Operations and Supply Chain Management

- Core concepts in operations management
- Process optimization and quality control
- Supply chain strategy and global logistics
- Lean thinking and Six Sigma basics

Day 6: Innovation and Change Management

- Innovation types and models
- Managing change and overcoming resistance
- Creativity tools and problem-solving frameworks
- Case studies in transformation

Day 7: Human Resource Management and Talent Development

- Strategic workforce planning
- Recruitment, training, and performance evaluation

- Employee engagement and retention
- Managing diversity and inclusion

Day 8: Business Ethics and Corporate Governance

- Corporate social responsibility (CSR)
- Ethical decision-making in business
- Governance frameworks and compliance
- Transparency and accountability

Day 9: Digital Transformation and Technology in Business

- Impact of digital disruption
- Emerging technologies in business (AI, big data, IoT)
- IT strategy and digital culture
- Building digital capabilities in teams

Day 10: Capstone Simulation and Strategic Planning

- Group simulation: solving a business crisis
- Developing a strategic business plan
- Presentation and peer feedback
- Final reflections and integration of learning

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Conclusion

By successfully completing the Mini MBA Program with Gentex Training Center, participants will gain the essential managerial knowledge and strategic insight to operate effectively in dynamic business environments. They will leave the program equipped to lead teams, improve decision-making, and align operations with long-term organizational goals.

FAQs

Q1 What is the "Mini MBA Program" course about?

The "Mini MBA Program" course provides a comprehensive overview of essential business management disciplines, including strategy, finance, marketing, operations, leadership, and digital transformation. It helps participants develop an integrated understanding of business functions and apply managerial concepts to real-world organizational challenges.

Q2 What are the key benefits of the "Mini MBA Program" course?

This course enhances participants ability to make strategic decisions, understand financial performance, lead teams, manage change, and improve organizational effectiveness. It provides practical business knowledge through simulations, case studies, and workshops that support professional growth and stronger managerial capabilities.

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Q3 What skills will I gain from the "Mini MBA Program" course?

Participants will gain key skills in Strategic Business Planning, Financial Analysis, Leadership Development, and Digital Transformation Management. These skills enable professionals to evaluate business performance, create effective strategies, lead teams, and adapt organizations to evolving technological and market changes.

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

The course covers practical business tools and methods including Porters Five Forces, financial ratio analysis, budgeting and forecasting techniques, Lean thinking, Six Sigma basics, strategic planning frameworks, digital transformation concepts, and business simulation exercises for effective decision-making.

Q5 How is the "Mini MBA Program" course applied in real-world practice?

The course applies business concepts through case studies, team activities, simulations, and strategic planning exercises. Participants practice solving business challenges, developing strategic plans, analyzing financial information, managing teams, and applying innovative solutions to improve organizational performance.