



The 5-Day Mini-MBA: Excelling In Your Leadership & Business Skills

Develop your Business Acumen

► Upcoming Sessions

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|----------------|-------------------|---------|
| 24-28 Jun 2024 | London - UK | \$5,950 |
| 16-20 Sep 2024 | Dubai - UAE | \$5,950 |
| 02-06 Dec 2024 | Barcelona - Spain | \$5,950 |
| 07-11 Apr 2025 | London - UK | \$5,950 |

► Training Details

Training Course Overview

Do you want to deliver high performance with and through your team? Are you able to consistently meet targets and deliver results? This mini MBA training course covers the key topics from MBA programmes and will give you the necessary tools and techniques to enhance your performance. As a leader of your department or team, you also need managerial acumen. Combining theory with practical application, through case studies and interactive exercises, you will gain confidence and develop skills.

By addressing strategy, planning, marketing, HR and finance, this Anderson training course will ensure that you have an understanding of the key business areas to help you deliver results.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Apply leadership styles to meet the needs of your people and the situation
- Recognise the importance of competitor activities in formulating your strategies and tactics
- Write compelling Vision and Mission statements to engage your staff
- Develop financial acumen for analysing performance & developing business cases
- Gain understanding of the impact of culture on leaders and results

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Supervisors, middle managers, department heads, team leaders and senior managers
- Those moving into roles with more senior responsibilities within their organisations
- Those considering pursuing formal MBA study
- Professionals with an interest in a management position
- Anyone with leadership responsibilities

► Training Details

Day One: Leadership and Management

- Models of leadership and management
- The importance of followers
- Transformational v transactional management
- Leading with Emotional Intelligence (EI)
- Feedback techniques using EI

Day Two: Strategy, Planning and Strategic Thinking

- An introduction to strategy
- Developing a Business Model Canvas
- Understanding vision & mission
- SWOT, PEST, PESTLE Analysis
- Porter's Five-Forces Analysis

Day Three: Becoming Innovative

- What is innovation?
- Innovate like the world's best organisations
- Disruptive Innovation (DI)
- Examples of great disruption across multiple industries
- Enablers and constraints for innovation

Day Four: Essential Global Awareness

- Understanding culture
- The five value dimensions
- Developing your Cultural Intelligence (CI)
- Cross-cultural communication
- International negotiation

Day Five: HRM for Non-HR Professionals

- Why you need to understand the role and function of HR
- The essentials of Strategic HRM
- The role of HR v the role of the Manager
- Key issues in HRM today
- Personal Action Planning

► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae



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