



**MCE**

**Special Offer**

# MCE Mini MBA

 **Warsaw**

 **18 - 22 NOV**

Mini MBA

# MCE Mini MBA

Get equipped with the practical, operational and managerial skills you need to become a great manager & boost your career.

## Highlights

- Get the essentials of a Mini MBA in just 5 days or 12 sessions
- Make real business decisions with the online Business Simulation used throughout the programme
- Intensive days working in teams and individually

## Key Competences

- Leadership skills
- Strategy execution
- Business finance skills
- Supply chain management
- Marketing & sales skills
- Change management

## The Right Programme for You

You are an engineer, specialist, scientist or technical professional and you have a new management role. This programme gives you the key skills you need to become a great manager and boost your career.

Managers

New Managers



## Learn, Practice and Use

- **Understand** how a company really works with a multi-functional overview of business and key leadership competences you need in your role
- **Develop** strategic thinking, planning and execution skills at a divisional or functional level, using the right tools and frameworks
- **Influence**, enable and deliver wider organizational strategies
- **Make** better business decisions and improve your contribution to the business
- **Be able** to analyse the business environment and translate changes into competitive strategies for sustainable growth
- **Support** strategic goals from top management and be able to translate them for your area and implement them more efficiently
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**5 days**  
**€3,995**

### Future Dates



**18 - 22 NOV**  
**Warsaw**

### PMI Certified

The programme is certified by the Project Management Institute® (PMI).  
More information at [mce.eu/pmi](https://mce.eu/pmi)

[mce.eu/mba](https://mce.eu/mba) for dates, locations and full programme outline

# Programme Modules

1

## Leadership

- Competency framework and organizational success
- Leadership characteristics
- Emotional intelligence and personal insights discovery
- Leadership & management
- Business simulation: building business awareness

2

## Strategy & Marketing

- Strategy roadmap & competitive strategy
- Blue Ocean Thinking
- Innovation
- Customer centricity
- Marketing & sales – essential principles
- Business simulation: strategic thinking & framing

3

## Marketing, Supply Chain & Business Models

- Market segmentation, targeting and positioning
- Marketing mix and branding
- Supply chain
- Business models
- Financial statements – profit & loss statement (P&L)
- Business simulation: finance & strategy implementation

4

## Financial Statements & Analysis Investment Appraisal

- Financial statements – balance sheet
- Financial statements – cash flow
- Financial ratios
- Investment appraisal principles
- Investment appraisal – practice
- Business simulation: finance (continued) & competitive position

5

## Strategy Execution & Consolidation

- Finalization of the business simulation
- Strategy execution
- Phoenix case study
- Leading change (change management)
- Wrap up (including simulation winners)
- Action plan and closing



# The MCE Mini MBA Business Simulation

Use a powerful “Business Simulation” throughout the programme. The simulation covers 5 years in a company and your goal is to maximize profitability and ROCE. Investment decisions have to be made to manage growth and build competitive advantage

## Make Real Business Decisions

- Gets progressively more complex during the week
- Consider multiple variables
- Manage short and long term goals
- Get immediate feedback

## See the Impact of Business Decisions

- Make investment decisions
- Manage growth
- Build competitive advantage

## Practice, Practice, Practice, Practice

- Understand the real factors which impact business decisions
- Practice what you learn during the Mini MBA

## Maximize Profitability

- Maximise profitability
- Maximise ROCE
- Make strategic decisions



# Special Offer

Get a 30% off on any registration to

# MCE Mini MBA

 **Warsaw**

 **18 - 22 NOV**



30% of the value will be deducted from the Mini MBA registration fees. The voucher can be used only 1 time. It cannot be combined with other offers or corporate deals. MCE reserves the right to refuse to accept the voucher in line with MCE's standard commercial conditions.

To benefit from this offer, please use the following code when registering:

**30MBA-PL24**

To register please contact:

**Christian Dekoninck**

 +48 698 500 773

 [christian.dekoninck@associates.mce.eu](mailto:christian.dekoninck@associates.mce.eu)