

## **Five-Day Mini MBA Series**

### **Day 1: Foundations of Business Management**

#### **Session 1: Introduction to Business Management (2 hours)**

- Overview of Business Management Principles
- Functions of Management: Planning, Organizing, Leading, Controlling
- Role of Managers in Organizational Success

#### **Session 2: Business Strategy and Planning (2 hours)**

- Understanding Business Strategy
- Strategic Planning Process: Setting Goals and Objectives
- SWOT Analysis and Competitive Analysis

#### **Session 3: Financial Management Basics (2 hours)**

- Basics of Financial Management
- Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement
- Financial Analysis and Ratio Analysis

### **Day 2: Essential Business Functions**

#### **Session 4: Marketing Fundamentals (2 hours)**

- Introduction to Marketing Concepts
- Market Segmentation, Targeting, and Positioning
- Marketing Mix: Product, Price, Place, Promotion

#### **Session 5: Operations Management (2 hours)**

- Principles of Operations Management
- Production Planning and Control
- Quality Management and Lean Principles

#### **Session 6: Human Resource Management (2 hours)**

- Functions of HR Management
- Recruitment and Selection
- Performance Management and Employee Development

### **Day 3: Advanced Business Topics**

### **Session 7: Leadership and Organizational Behavior (2 hours)**

- Leadership Styles and Theories
- Understanding Organizational Culture and Behavior
- Motivation and Employee Engagement

### **Session 8: Project Management Essentials (2 hours)**

- Basics of Project Management
- Project Planning, Execution, and Control
- Risk Management and Project Closure

### **Day 4: Business Analytics and Decision-Making**

#### **Session 9: Introduction to Business Analytics (2 hours)**

- Basics of Business Analytics
- Data Analysis Techniques
- Using Data for Decision Making

#### **Session 10: Managerial Economics (2 hours)**

- Understanding Microeconomics and Macroeconomics
- Demand and Supply Analysis
- Pricing Strategies and Market Structures

### **Day 5: Business Ethics and Global Business Environment**

#### **Session 11: Business Ethics and Corporate Social Responsibility (2 hours)**

- Ethics in Business Decision Making
- Corporate Social Responsibility Practices
- Ethical Leadership

#### **Session 12: International Business and Globalization (2 hours)**

- Introduction to International Business
- Globalization Trends and Challenges
- Managing Multinational Operations

Throughout the Mini MBA series, interactive discussions, case studies, group activities, and practical exercises will be used to engage participants and reinforce key concepts. Participants will gain a comprehensive understanding of essential

business management principles and practical skills to succeed in today's competitive business environment.