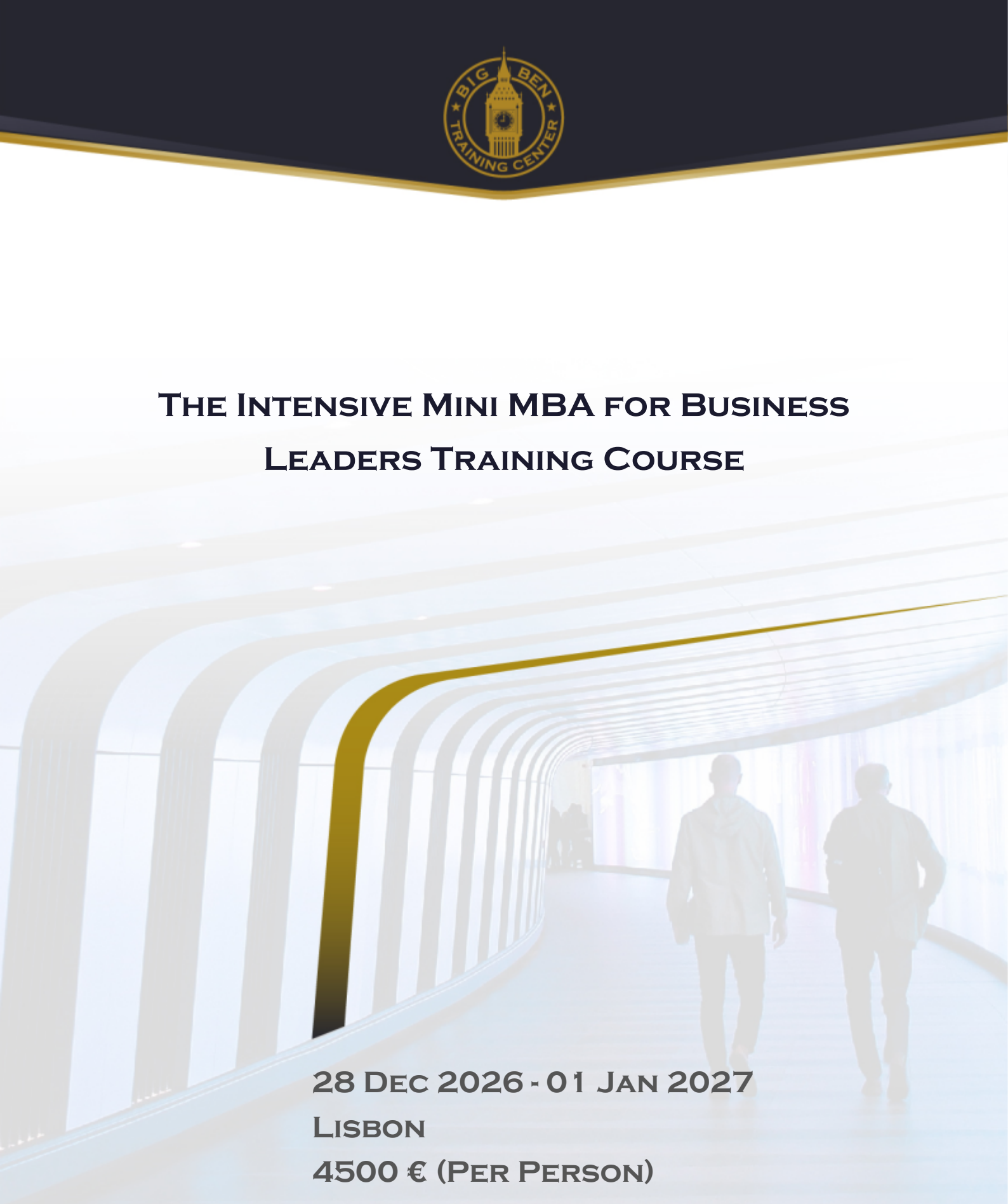
The Intensive Mini MBA for Business Leaders Training Course



28 Dec 2026 - 01 Jan 2027

Lisbon

4500 € (Per Person)

Ref: #MA4134_193263

Course Introduction / Overview:

This intensive training course is designed to equip corporate professionals with the essential business acumen and strategic thinking capabilities of a traditional MBA, condensed into a powerful, focused program. In today's volatile and complex business environment, leaders must possess a holistic understanding of all core business functions, from finance to marketing and operations. This course moves beyond theoretical knowledge, focusing on the practical application of management principles to solve real-world challenges. We will explore foundational concepts from influential thinkers like Michael Porter, particularly his work on competitive strategy, to understand how to build and sustain a competitive advantage. The curriculum also draws on practical leadership insights, similar to those discussed in books like "Good to Great" by Jim Collins, to help participants transition from effective managers to influential leaders. BIG BEN Training Center has meticulously crafted this program to provide a comprehensive toolkit for data-driven decision-making, fostering innovation, and leading teams with confidence and vision. Participants will leave with a sharpened strategic perspective, ready to drive growth and navigate the complexities of the modern corporate landscape with enhanced proficiency and strategic foresight.

Target Audience / This training course is suitable for:

- Mid-level and Senior Managers.
- Team Leaders and Supervisors.
- Aspiring Executives and High-Potential Employees.
- Department Heads and Functional Area Leaders.
- Entrepreneurs and Business Owners.
- Project Managers and Program Leaders.
- Consultants seeking to broaden their business perspective.
- Professionals transitioning into management roles.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Energy and Utilities.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Operations and Production.
- Human Resources and Talent Management.
- Marketing and Sales.
- Finance and Accounting.
- Information Technology.
- Strategy and Business Development.
- Research and Development.
- Customer Service and Support.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and articulate a clear corporate vision and strategic plan.
- Analyze financial statements and use key metrics for decision-making.
- Formulate effective marketing strategies for the digital age.
- Optimize business operations and supply chain processes for efficiency.
- Lead and motivate teams through effective people management techniques.
- Drive innovation and manage organizational change successfully.
- Enhance negotiation, communication, and stakeholder management skills.
- Apply critical thinking to solve complex business problems.
- Evaluate market trends and competitive landscapes to identify opportunities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. This course rejects a passive, lecture-based approach in favor of a dynamic learning environment built on the principles of adult learning. A significant portion of the program is dedicated to hands-on learning through real-world business case studies, allowing participants to analyze complex scenarios and develop strategic solutions. Collaborative group discussions and team-based exercises foster peer-to-peer learning and expose attendees to diverse perspectives and problem-solving approaches. Interactive workshops and business simulations will provide a risk-free environment to practice new skills in areas like financial analysis, strategic planning, and leadership. Our expert facilitators guide each session, providing personalized feedback and encouraging active participation. The methodology emphasizes a blend of proven business theories and their practical application, ensuring a comprehensive and impactful learning experience that translates directly into improved professional performance and organizational value.

Course Agenda (Course Units):

Unit One: Strategic Leadership and Corporate Vision

- The Role of a Modern Business Leader.
- Developing a Compelling Vision and Mission Statement.
- Fundamentals of Strategic Analysis using SWOT and PESTLE.
- Understanding Competitive Advantage with Porter's Five Forces.
- Corporate Governance and Business Ethics.
- Effective Communication and Stakeholder Management.
- Building a High-Performance Leadership Mindset.

Unit Two: Financial Acumen for Non-Financial Leaders

- Decoding Financial Statements: Balance Sheet, Income Statement, and Cash Flow.
- Key Financial Ratios and Performance Indicators.
- Budgeting, Forecasting, and Financial Planning.
- Cost-Volume-Profit Analysis for Decision Making.
- Capital Budgeting and Investment Appraisal Techniques.
- Understanding Working Capital Management.
- Communicating Financial Performance to Stakeholders.

Unit Three: Modern Marketing and Digital Strategy

- Core Principles of Marketing and Brand Management.
- Conducting Market Research and Competitor Analysis.
- Developing an Integrated Marketing Communications (IMC) Plan.
- Fundamentals of Digital Marketing: SEO, SEM, and Social Media.
- Customer Relationship Management (CRM) Strategies.
- Crafting a Customer-Centric Value Proposition.
- Measuring Marketing ROI and Campaign Effectiveness.

Unit Four: Operational Excellence and People Management

- Fundamentals of Operations and Supply Chain Management.
- Business Process Improvement and Lean Methodologies.
- Introduction to Project Management Principles.
- Talent Acquisition, Development, and Retention Strategies.
- Performance Management and Constructive Feedback.
- Building and Leading High-Performing Teams.
- Conflict Resolution and Negotiation Skills.

Unit Five: Driving Innovation and Future-Proofing the Business

- Fostering a Culture of Innovation and Creativity.
- Leading and Managing Organizational Change.
- Introduction to Digital Transformation and Key Technologies.
- Data-Driven Decision Making and Business Analytics.
- Strategic Risk Management and Mitigation.
- Developing a Personal Leadership Development Plan.
- Capstone Project: Integrating Concepts in a Business Simulation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological disruption, how can a leader balance the pursuit of short-term financial performance with the long-term investments required for sustainable innovation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and integrated business education that mirrors the interconnected nature of modern organizations. Unlike narrowly focused programs, it synthesizes the core pillars of business strategy, finance, marketing, operations, and leadership into a single, cohesive learning journey. The curriculum is meticulously designed to build a strategic mindset, empowering participants to see the entire organizational ecosystem rather than just their functional silo. We emphasize the "why" behind the "what," delving into the strategic implications of every decision, from financial investments to marketing campaigns. A key differentiator is our focus on application-oriented learning through dynamic case studies and a capstone business simulation, which forces participants to apply their knowledge in a realistic, competitive environment. This practical emphasis ensures that learning is not merely academic but is immediately transferable to the participant's professional role. The course bridges the gap between traditional management theory and the contemporary challenges of digital transformation and global competition, preparing leaders not just for today's business landscape, but for the uncertainties of tomorrow.