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COURSE BROCHURE

Advanced Mini MBA in Essential Business Management Skills Training Course

10 – 21 May 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Mini MBA in Essential Business Management Skills Training Course

Ref: 957_36234 **Date:** 10 – 21 May 2027 **Location:** Casablanca **Fees:** 6800 GBP

Mini MBA in Essential Business Management Skills is a 2-week training course for functional managers stepping into general management, who leave with an integrated business improvement case for their unit. Organisations now promote specialists into roles that own a first P&L, cross-functional trade-offs and a general manager's operating rhythm, and the gap between functional depth and enterprise judgement is where margin and momentum are lost. Jupiter Prime Training runs this Mini MBA in Essential Business Management Skills.

Why Mini MBA in Essential Business Management Skills Matters Now

Three forces shape the move from function head to general manager: boards expecting unit-level profit ownership, customers switching channels faster than annual plans assume, and workforces that judge leaders on clarity of priorities. A newly appointed general manager who reads only one lens, such as sales volume or cost, tends to optimise a function while the unit loses contribution. One who balances cash, customers, capacity and capability can redirect resources early. The course rests on established models: Porter's Five Forces, the Balanced Scorecard BSC, the Business Model Canvas and discounted cash flow DCF valuation.

Who Gains Most from Mini MBA in Essential Business Management Skills

- Function heads newly accountable for a business unit's revenue, cost base and contribution margin
- Commercial and marketing leads taking on pricing, portfolio and channel decisions across functions
- Operations and supply leads moving into roles that weigh capacity against customer promise
- Finance and planning leads stepping into line roles that own targets rather than report them
- Technical and project leads preparing for divisional or country-unit leadership

A leadership group whose function heads attend together gains most, because the cross-functional trade-offs they rehearse are the ones they later settle in their own management meetings.

Mini MBA in Essential Business Management Skills Capabilities

Participants move from defending one function's numbers to reading the whole unit as a set of linked levers on margin, cash and growth.

- Assess industry structure and competitive position with Five Forces and value chain logic — portfolio and market-entry choices
- Calculate contribution, break-even and working capital effects of a proposal — the first P&L review with the board
- Weigh segment, positioning and pricing options against unit economics — commercial leadership and channel partners
- Design an operating rhythm of reviews, scorecards and escalation routes — the general manager's leadership team
- Align organisation design, talent and incentives with strategic priorities — HR partners and line managers
- Build and defend an investment case using net present value and scenarios — the executive committee

Key Mini MBA in Essential Business Management Skills Terms

- Contribution margin — revenue minus variable costs, showing what each product or segment adds towards fixed costs and profit.
- Working capital — current assets minus current liabilities, the cash tied up in stock, receivables and payables.
- Net present value NPV — the value today of future cash flows, discounted at the cost of capital, used to compare investments.
- Value proposition — the specific gain a target customer segment receives that competitors do not match on the same terms.
- Operating rhythm — the recurring cycle of performance reviews, forecasts and decisions through which a general manager runs a unit.
- Balanced Scorecard BSC — a framework linking financial, customer, process and learning measures to one strategy.

Mini MBA in Essential Business Management Skills Day by Day

Day 1: From Function Head to General Manager

- General Manager Role Map — Shifting From Functional Depth to Enterprise Judgement
- Business Model Canvas — Seeing How the Unit Creates and Captures Value
- Stakeholder Expectation Grid — Balancing Board, Customer and Workforce Demands
- Cross-Functional Trade-Off Log — Naming Tensions Between Sales, Supply and Finance
- Personal Transition Agenda — Choosing Which Functional Habits to Drop

Day 2: Reading the Competitive Landscape

- Porter's Five Forces — Judging Industry Attractiveness Before Committing Resources
- PESTLE Scan — Spotting External Shifts That Reshape Demand
- Value Chain Analysis — Locating Where Margin Is Won or Lost
- Competitor Response Profiles — Anticipating Rival Moves on Price and Service
- Strategic Group Mapping — Choosing Where the Unit Competes

Day 3: Strategic Choice and Portfolio Logic

- Ansoff Growth Matrix — Selecting Between Penetration, Extension and Diversification
- Portfolio Matrix Review — Allocating Investment Across Products and Segments
- Where-to-Play and How-to-Win Choices — Framing the Unit's Strategic Bets
- Scenario Planning — Stress-Testing Strategy Against Plausible Futures
- Strategy on a Page — Communicating Priorities to Every Function

Day 4: Owning a First P&L

- Income Statement Anatomy — Tracing Revenue Through to Operating Profit
- Contribution and Break-Even Analysis — Deciding Which Lines Earn Their Place
- Cost Behaviour and Allocation — Challenging Overheads Without Starving Growth
- Variance Analysis — Explaining Gaps Between Budget and Actual Results
- Rolling Forecasts — Replacing Static Budgets With Responsive Targets

Day 5: Cash, Capital and Investment Cases

- Balance Sheet and Cash Flow Statement — Linking Profit to Cash Reality
- Working Capital Cycle — Releasing Cash From Stock and Receivables
- Net Present Value and Payback — Ranking Competing Capital Requests
- Discounted Cash Flow Sensitivities — Testing Which Assumptions Move the Case
- Financial Ratio Dashboard — Reading Unit Health Like an Investor

Day 6: Customers, Markets and Pricing

- Segmentation and Targeting — Concentrating Effort on Profitable Customer Groups
- Positioning Statement — Defining the Unit's Distinct Value Proposition
- Value-Based Pricing — Setting Prices From Customer Worth Rather Than Cost
- Customer Lifetime Value — Weighing Acquisition Spend Against Retention
- Channel Economics — Choosing Direct, Partner or Digital Routes to Market

Day 7: Operations, Capacity and Process

- Process Mapping and Bottleneck Analysis — Freeing Constrained Capacity
- Lean Waste Review — Cutting Cost Without Eroding the Customer Promise
- Sales and Operations Planning — Matching Demand Signals With Supply Decisions
- Make, Buy or Partner Analysis — Deciding What the Unit Should Own
- Service Level Trade-Offs — Balancing Inventory, Speed and Cost

Day 8: People, Structure and Incentives

- Organisation Design Options — Matching Structure to Strategic Priorities
- Talent Review and Succession Grid — Placing Capability Where It Counts
- Incentive Alignment — Rewarding Unit Outcomes Over Functional Targets
- Leadership Team Charter — Setting Decision Rights Across Functions
- Change Readiness Assessment — Sequencing Shifts People Can Absorb

Day 9: The General Manager's Operating Rhythm

- Balanced Scorecard Design — Linking Measures Across Finance, Customers and Capability
- Monthly Business Review Cadence — Turning Data Into Corrective Action
- Decision Escalation Routes — Clarifying What Rises to the General Manager
- Risk and Opportunity Register — Keeping Emerging Threats Visible to Leadership
- Board Paper Writing — Presenting Recommendations That Win Approval

Day 10: Practising the Integrated Business Improvement Case

- Diagnosis Synthesis — Combining Five Forces, Value Chain and Ratio Findings
- Option Appraisal — Scoring Improvement Moves on NPV and Strategic Fit
- Implementation Roadmap — Assigning Owners, Milestones and Scorecard Measures
- Peer Challenge Panel — Defending Assumptions Before a Simulated Executive Committee
- Integrated Business Improvement Case — Finalising the Recommendation for the Unit

Applying Mini MBA in Essential Business Management Skills After the Course

- Run a contribution and break-even review of the unit's product lines with finance and sales leads, then retire or reprice the weakest line.
- Launch a monthly business review built on a four-perspective scorecard, with clear escalation routes for cross-functional trade-offs.

Mini MBA in Essential Business Management Skills Questions FAQ

What is a Mini MBA in Essential Business Management Skills and why does it matter now?

It is a compact grounding in strategy, finance, marketing, operations and people for managers taking on whole-unit accountability. It matters now because organisations promote specialists into profit-owning roles faster than they prepare them for enterprise-level trade-offs.

Which roles gain most from a Mini MBA in Essential Business Management Skills?

Functional managers moving into general management gain most. That includes heads of sales, operations, finance, marketing or technical teams who now own a P&L, lead peers from other functions and answer to a board or executive committee.

How does a Mini MBA in Essential Business Management Skills differ from a leadership skills course?

It focuses on the business mechanics a general manager runs, not on personal leadership style alone. You work through financial statements, pricing, capacity and portfolio choices, and connect them in one unit-level case rather than practising interpersonal skills in isolation.

What do you bring back from a Mini MBA in Essential Business Management Skills?

You bring back a tested improvement case for your own unit. It combines a market diagnosis, a P&L and cash view, an appraisal of options and an implementation roadmap with scorecard measures your leadership team can adopt.

Mini MBA in Essential Business Management Skills: The Way Forward

The integrated business improvement case first informs which product line, segment or process the unit should fix or fund next. The new general manager uses it with finance partners and function heads to agree targets and owners. After the first quarterly review, it is worth revisiting the cash assumptions and the operating rhythm, since early results usually expose which cross-functional trade-off was misjudged.