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COURSE BROCHURE

Mini MBA in Business Results for New Managers Training Course

11 – 15 January 2027
Casablanca

Mini MBA in Business Results for New Managers Training Course

Ref: 1427_53185 **Date:** 11 – 15 January 2027 **Location:** Casablanca **Fees:** 4500 GBP

Mini MBA in Business Results is a 1-week training course for new and mid-level managers who now answer for a unit's revenue, costs, customers and people, and it produces a unit business improvement plan. Promotions now arrive before formal business education, so managers must read a profit and loss statement, a market and a process within months. Jupiter Prime Training delivers this Mini MBA in Business Results.

Why Mini MBA in Business Results Matters Now

Three pressures meet newly appointed managers: finance teams that expect unit owners to defend budgets and margins, customers who switch suppliers quickly when service slips, and flatter structures that hand people decisions to the front line. A unit whose manager connects strategy, numbers, customers and processes improves steadily; one without that breadth drifts between firefighting and missed targets. The course draws on established models: SWOT analysis, Porter's Five Forces, the Balanced Scorecard BSC, the marketing mix 4Ps, Lean waste reduction and the Plan-Do-Check-Act PDCA cycle.

Who Gains Most from Mini MBA in Business Results

- Recently promoted managers who now hold a unit budget and its targets
- Technical specialists stepping into general management of a branch, plant or service line
- Section heads who must turn a corporate strategy into unit priorities
- Managers in support functions who need to speak the language of margin and customer value
- Deputy managers preparing to take over a profit or cost centre

A cohort of managers from one division gains most when they attend together and agree on shared measures for their units.

Mini MBA in Business Results Capabilities

Participants connect the four lenses of strategy, finance, market and operations to the results their unit is asked to deliver.

- Assess the unit's competitive position with SWOT and Five Forces — for the senior manager setting priorities
- Calculate contribution margin, break-even and cash conversion — for budget discussions with finance
- Design a customer value proposition and pricing logic — for sales and service colleagues
- Apply Lean and PDCA to remove waste in one process — for operations and quality owners
- Build a Balanced Scorecard of unit measures — for the line manager and the team

- Communicate a prioritised improvement case — for the sponsor approving resources

Key Mini MBA in Business Results Terms

- Contribution Margin — revenue minus variable costs, showing how much each sale adds towards fixed costs and profit.
- Break-Even Point — the volume of sales at which total revenue equals total costs, with neither profit nor loss.
- Value Proposition — a clear statement of why a target customer should choose the unit's offer over alternatives.
- Balanced Scorecard BSC — a set of measures across financial, customer, internal process and learning perspectives.
- Working Capital — current assets minus current liabilities, the cash tied up in stock, receivables and payables.
- Lean Waste — any activity that consumes resources without adding value the customer would pay for.

Mini MBA in Business Results Day by Day

Day 1: Strategy Through a Manager's Lens

- SWOT Analysis — Locating the Unit's Strengths and Exposures
- Porter's Five Forces — Judging Competitive Pressure on Margins
- Strategy Cascade — Turning Corporate Goals into Unit Priorities
- Business Model Canvas — Mapping How the Unit Creates Revenue
- Scenario Thinking — Preparing Responses to Market Shifts

Day 2: Finance for Unit Owners

- Profit and Loss Reading — Spotting Revenue and Cost Drivers
- Contribution Margin and Break-Even — Pricing and Volume Choices
- Budget Variance Review — Explaining Gaps to the Finance Partner
- Working Capital and Cash Conversion — Freeing Cash From Stock
- Simple Investment Appraisal — Payback and Return on Small Projects

Day 3: Customers and Markets

- Customer Segmentation — Choosing Which Buyers to Serve First
- Value Proposition Canvas — Matching Offers to Customer Jobs
- Marketing Mix 4Ps — Adjusting Product, Price, Place and Promotion
- Net Promoter Feedback — Reading Loyalty Signals From Customers
- Competitor Benchmarking — Setting Service and Price Positions

Day 4: Operations and People Performance

- Process Mapping — Finding Bottlenecks in a Core Workflow
- Lean Waste Walk — Removing Delay, Rework and Excess Stock
- PDCA Cycle — Testing Improvements Before Scaling Them
- Balanced Scorecard BSC — Selecting Unit Measures and Targets
- Performance Conversations — Linking Individual Goals to Unit Results

Day 5: Practising the Unit Business Improvement Plan

- Strategic Position Summary — Applying SWOT and Five Forces Findings
- Financial Case — Using Margin and Cash Figures to Size Gains
- Customer and Process Initiatives — Prioritising With an Impact-Effort Grid
- Sponsor Pitch — Presenting the Case to a Mock Leadership Panel
- Final Unit Business Improvement Plan — Measures, Owners and Milestones

Applying Mini MBA in Business Results After the Course

- Hold a budget variance session with the finance partner, using contribution margin and cash conversion figures to agree two corrective actions.
- Lead a Lean waste walk through one core process with the team and run the first PDCA test on the largest delay found.

Mini MBA in Business Results Questions FAQ

What is a Mini MBA in Business Results and why does it matter now?

A Mini MBA in Business Results is a compressed tour of strategy, finance, marketing, operations and people leadership aimed at running a unit. It matters now because managers are promoted earlier and must own margins, customers and processes quickly.

Which roles gain most from a Mini MBA in Business Results?

Newly promoted managers, technical specialists entering general management and deputies preparing to run a profit or cost centre gain most.

How does a Mini MBA in Business Results differ from a sector-specific mini MBA?

It stays general across industries and focuses on unit results. A sector-specific mini MBA studies one industry's economics and regulation, while this course gives new managers portable tools for any branch, plant or service line.

What do you bring back from a Mini MBA in Business Results?

You bring back an improvement plan for your own unit, combining a strategic position summary, a financial case, prioritised customer and process initiatives and a scorecard of measures you can present to your sponsor.

Mini MBA in Business Results: The Way Forward

The unit business improvement plan is ready to take into the next budget or quarterly review. Its first decision is which two initiatives receive time and money next quarter. The manager, the finance partner and the sponsor use it together, and after one quarter the scorecard targets and cost assumptions deserve a fresh look.