

## FIVE DAY MBA ESSENTIALS

*“Mastering Core Business Disciplines for Strategic Leadership”*

### Schedule

| Date             | Venue           | Fees (Face-to-Face)   |
|------------------|-----------------|-----------------------|
| 15 - 19 Feb 2026 | Kuwait          | USD 3495 per delegate |
| 19 - 23 Jul 2026 | Manama, Bahrain | USD 3495 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

Today's business environment demands that leaders possess a comprehensive understanding of core management disciplines. The Five Day MBA Essentials program is an intensive and practical alternative to a traditional MBA, designed for professionals who seek rapid yet deep exposure to key areas of business leadership and strategy.

This course equips participants with actionable insights in strategy, marketing, finance, operations, leadership, and innovation. Delivered by experienced facilitators and packed with real-world cases, it enables participants to immediately apply MBA-level thinking to their organizational challenges and decisions.

### Objectives

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

- Understand and apply strategic thinking and business planning models
- Analyze financial reports and make sound financial decisions
- Evaluate marketing strategies and customer-centric approaches
- Optimize business operations and supply chains for efficiency
- Develop leadership capabilities for driving innovation and results

## Why Attend

- Gain a comprehensive overview of MBA-level business functions
- Learn tools and techniques used by top executives and business schools
- Make better financial, strategic, and marketing decisions
- Improve your leadership presence and managerial effectiveness
- Apply concepts immediately to real work situations for high ROI

## Target Audience

This program is designed for:

- Mid-to-senior level managers seeking executive development
- Professionals transitioning into leadership or general management roles
- Entrepreneurs and business owners
- Technical specialists expanding into business decision-making
- Anyone considering an MBA but seeking practical, accelerated learning

## Individual Benefits

Key competencies that will be developed include:

- Strategic planning and decision-making
- Financial literacy and business acumen
- Marketing and customer insight development
- Leadership, communication, and influence
- Innovation and business model thinking

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Holistic thinking and cross-functional collaboration
- Stronger leadership and initiative in key business functions
- Improved commercial awareness and analytical capability
- Faster, smarter decisions aligned with organizational goals
- Better communication with financial, marketing, and operations teams

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - MBA concepts across strategy, finance, marketing, and leadership
- Case Studies - Harvard-style business scenarios and strategic dilemmas
- Workshops - Interactive group activities to apply models and frameworks
- Peer Exchange - Experience sharing and problem-solving with fellow managers
- Tools - Business plan templates, financial models, and leadership diagnostics

## MAWA EVENTS

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## Course Outline

### Detailed 5-Day Course Outline

**Training Hours:** 07:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Business Strategy and Competitive Advantage

- Module 1: Strategic Thinking and Business Models (07:30 – 09:30) • Core concepts of strategic management • Business model generation and value propositions • Analyzing competitive forces and market dynamics
- Module 2: Strategic Planning and Execution (09:45 – 11:15) • Setting goals, KPIs, and long-term direction • Strategy maps and balanced scorecards • Execution frameworks and barriers to implementation
- Module 3: Case Study – Strategic Positioning (11:30 – 01:00) • Reviewing a real business case for strategic planning • Group analysis and solution proposal
- Module 4: Scenario Planning and Risk Strategy (02:00 – 03:30) • Strategic foresight and uncertainty • Developing contingency and growth plans

#### Day 2: Marketing, Customers, and Value Creation

- Module 1: Modern Marketing Fundamentals (07:30 – 09:30) • The role of marketing in business growth • STP model: Segmentation, Targeting, Positioning • Digital marketing and customer engagement trends
- Module 2: Building Customer-Centric Value (09:45 – 11:15) • Customer lifetime value and loyalty • Experience design and satisfaction metrics • Branding, messaging, and storytelling
- Module 3: Marketing Strategy Simulation (11:30 – 01:00) • Group simulation of a product launch and market entry • Decision-making and budget allocation
- Module 4: Analytics in Marketing (02:00 – 03:30) • Marketing metrics, ROI, and data interpretation • Customer research and persona development

#### Day 3: Financial Intelligence for Managers

- Module 1: Understanding Financial Statements (07:30 – 09:30) • Balance sheet, income statement, and cash flow • Key financial ratios and what they reveal • Interpreting financial performance
- Module 2: Costing and Budgeting for Decision-Making (09:45 – 11:15) • Fixed vs variable costs and break-even analysis • Budgeting techniques and variance analysis • Capital vs operational expenditure
- Module 3: Investment Appraisal Techniques (11:30 – 01:00) • Net present value (NPV), internal rate of return (IRR) • ROI and payback period methods • Real-world investment scenarios
- Module 4: Financial Simulation (02:00 – 03:30) • Team exercise on funding a business expansion • Presenting a financial case to leadership

#### Day 4: Operations, Supply Chains, and Innovation

- Module 1: Operations Management Essentials (07:30 – 09:30) • Process mapping and operations efficiency • Capacity planning and resource utilization • Lean thinking and Six Sigma principles
- Module 2: Supply Chain Integration (09:45 – 11:15) • Logistics, procurement, and risk in supply chains • Value stream mapping and coordination • Technology in SCM – IoT, AI, and analytics
- Module 3: Innovation and Business Transformation (11:30 – 01:00) • Managing innovation and disruption • Agile approaches and design thinking • Driving intrapreneurship in large organizations
- Module 4: Sustainability and Business Responsibility (02:00 – 03:30) • Triple bottom line and CSR • Environmental, Social, and Governance (ESG) priorities • Case examples of sustainable leadership

#### Day 5: Leadership, Change, and Integration

- Module 1: Leadership Styles and Self-Awareness (07:30 – 09:30) • Emotional intelligence and influence • Adaptive leadership in fast-changing environments • Personal leadership assessment

- Module 2: Leading High-Performance Teams (09:45 - 11:15) • Building trust, accountability, and collaboration • Feedback, coaching, and performance management • Inclusive and cross-cultural leadership
- Module 3: Change Management and Communication (11:30 - 01:00) • Managing resistance and enabling adoption • Communication strategies for leaders • Transformational leadership during uncertainty
- Module 4: Integration Workshop and Certification (02:00 - 03:30) • Business simulation integrating all MBA areas • Team presentation and final reflection • Certificate distribution and closing remarks

## Certification

Participants will receive a Certificate of Completion in Five Day MBA Essentials, verifying their comprehensive understanding of key business disciplines including strategy, finance, marketing, leadership, operations, and innovation—equipping them to lead and make impactful decisions across any function.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

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