MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

MINI MBA - 2ND COHORT

"Accelerate your business leadership potential with an immersive, high-impact MBA experience."

Schedule

Date	Venue	Fees (Face-to-Face)
20 – 24 Jul 2026	New York, USA	USD 3,495 per delegate

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

Introduction

This Mini MBA program delivers an intensive, 5-day learning experience covering essential MBA disciplines. Designed for busy professionals, it offers a fast-track path to developing your strategic, financial, operational, and leadership skills — all within a practical, real-world framework. Participants will leave with new tools, insights, and strategies to apply immediately in their roles.

Objectives

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

- Master key MBA concepts in strategy, finance, marketing, leadership, and operations
- Apply strategic thinking to business challenges and opportunities
- Strengthen financial analysis and decision-making skills
- Enhance leadership effectiveness for team and organizational success
- Build a personal action plan for career advancement and business impact

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Why Attend

- Accelerated Learning: Get MBA-level insights in just five days.
- Immediate Application: Learn tools and frameworks you can use right away.
- Leadership Growth: Sharpen your leadership presence and decision-making abilities.
- Global Business Perspective: Understand cross-border dynamics and trends.
- Networking: Build valuable connections with peers from diverse industries.

Target Audience

This program is designed for:

- Mid- to senior-level managers preparing for executive roles
- Entrepreneurs and business owners seeking advanced management skills
- Functional experts (finance, marketing, operations) wanting broader leadership exposure
- Professionals considering or preparing for a full MBA
- High-potential individuals identified for leadership development

Individual Benefits

Key competencies that will be developed include:

- Strategic analysis and business modeling
- Financial management and value creation
- Marketing strategy and customer engagement
- Operational excellence and innovation management
- Leadership, negotiation, and change leadership

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved ability to align business strategy with organizational goals
- Stronger cross-functional collaboration and leadership
- Enhanced financial accountability and performance management
- Greater innovation and adaptability in dynamic markets
- Readiness to lead change and drive transformation initiatives

Instructional Methodology

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

- Expert Presentations – Delivered by seasoned faculty and business leaders
- Case Study Analysis – Learning from real-world business successes and failures
- Interactive Workshops – Applying concepts in team exercises and simulations
- Peer Learning – Group discussions, networking, and collaborative tasks
- Action Planning – Developing a roadmap for applying learning in your role

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 9:00 AM – 5:00 PM **Daily Format:** Multiple sessions per day | Coffee breaks: 10:30 & 3:00 | Lunch: 12:30 – 1:30

Day 1: Business Strategy & Competitive Advantage

- Strategic frameworks and models
- Global business environment trends
- Leadership styles for strategic impact

Day 2: Financial Acumen for Leaders

- Understanding financial statements
- Cost analysis, budgeting, and forecasting
- Capital investment and risk assessment

Day 3: Marketing Excellence

- Customer segmentation and targeting
- Branding, digital marketing, and value propositions
- Innovation and product development strategies

Day 4: Operations & Performance Management

- Process optimization and lean thinking
- Managing teams for high performance
- Change management and innovation leadership

Day 5: Leadership Integration & Capstone

- Negotiation and influence strategies
- Ethical leadership and corporate responsibility
- Personal development planning and next steps

Certification

Participants will receive a Certificate of Completion in Mini MBA – 2nd Cohort, confirming their achievement of key MBA-level competencies.

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? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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