

5 - DAY INNOVATION MINI - MBA

"Unlock Creativity, Drive Innovation, and Accelerate Business Success in Just Five Days."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's fast-paced business environment, innovation is the key driver of growth, competitiveness, and sustainability. The 5-Day Innovation Mini-MBA is an intensive, practical program designed to equip participants with essential business knowledge, strategic thinking, and innovation skills in a condensed timeframe.

This program blends core MBA concepts with a strong focus on creativity, design thinking, and innovation management. Participants will engage in real-world case studies, interactive workshops, and collaborative projects that foster entrepreneurial thinking, problem-solving, and leadership capabilities, preparing them to implement innovative strategies within their organizations.

Objectives

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

- Understand the fundamentals of business strategy, finance, marketing, and operations.
- Apply innovation frameworks and design thinking principles to business challenges.
- Develop creative solutions and transform ideas into actionable strategies.
- Analyze market trends and identify opportunities for growth and disruption.
- Enhance leadership, collaboration, and decision-making skills.
- Build a culture of innovation within teams and organizations.
- Prepare concise business plans and pitch innovative concepts effectively.
- Implement practical innovation initiatives to drive organizational success.

Why Attend

Innovation is no longer optional; it is essential for organizational survival and growth. This program equips professionals, entrepreneurs, and business leaders with the tools and mindset required to identify opportunities, generate ideas, and implement innovative solutions. In just five days, participants gain actionable knowledge and skills to make an immediate impact in their organizations or entrepreneurial ventures.

Target Audience

This course is suitable for:

- Mid-level and Senior Professionals seeking innovation and leadership skills
- Entrepreneurs and Startup Founders
- Project Managers and Team Leaders
- Business Analysts and Strategy Professionals
- Marketing, Product Development, and Operations Managers
- Students and Graduates aspiring to develop business acumen and innovative thinking

Individual Benefits

- Gain a comprehensive understanding of core business principles.
- Learn to think creatively and apply innovation in real business scenarios.
- Enhance problem-solving, decision-making, and strategic thinking skills.
- Improve leadership and team collaboration abilities.
- Increase professional value, employability, and career advancement opportunities.
- Build confidence in implementing innovative initiatives and business strategies.

Organizational Benefits

- Foster a culture of creativity and innovation within teams.
- Improve problem-solving capabilities and strategic decision-making.
- Accelerate project development and implementation of innovative solutions.
- Enhance competitiveness, efficiency, and growth potential.
- Reduce risk by applying tested innovation frameworks and business methodologies.
- Build in-house talent capable of driving organizational change and transformation.

Instructional Methodology

The training employs a highly interactive, experiential approach through:

- Interactive lectures and business simulation exercises
- Design thinking workshops and innovation labs
- Case studies and real-world problem-solving challenges
- Group discussions, brainstorming sessions, and collaborative projects
- Hands-on exercises in strategy development, marketing, and operations
- Continuous feedback, coaching, and Q&A sessions
- Capstone innovation project presentation

Course Outline

- Day 1: Introduction to Business Fundamentals – Strategy, Finance, Marketing, and Operations
- Day 2: Innovation Principles and Design Thinking Methodologies
- Day 3: Creativity, Ideation, and Problem-Solving Workshops
- Day 4: Business Model Innovation, Market Analysis, and Opportunity Identification
- Day 5: Capstone Project – Innovation Implementation Plan and Pitch Presentation

Certification

Upon successful completion, participants will receive a Certificate in 5-Day Innovation Mini-MBA, recognizing their ability to apply business knowledge, creativity, and innovation strategies to drive professional and organizational growth.

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.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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