



The 5-Day MBA in Management
Improving Organisational Effectiveness

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The 5-Day MBA in Management

5 days training course

For detailed information on training course dates, please click the link:

[The 5-Day MBA in Management](#)



Course Overview

This intensive 5-day program is designed to equip professionals with the essential leadership and management skills required to excel in today's fast-paced business world. Covering key concepts of leadership, strategic planning, decision-making, and marketing, participants will leave with a strong foundation in management theory and practical tools to enhance their personal leadership style and impact within their organizations.

Objectives:

- Understand the distinction between leadership and management, and their importance in organizational success.
- Learn essential leadership theories and how to apply them to real-world situations.
- Develop an understanding of business strategy, business models, and strategic analysis.
- Master decision-making and problem-solving techniques to improve organizational outcomes.
- Enhance cross-cultural communication skills to lead diverse teams effectively.
- Understand core marketing concepts, consumer behavior, and influence strategies to drive business success.

Who Should Attend?

- Aspiring and current managers looking to strengthen their leadership skills.
- Business professionals seeking to gain a broader understanding of management and strategy.
- Those interested in learning more about leadership theory and its practical applications in business.
- Professionals from various industries who want to enhance their decision-making, communication, and marketing strategies.

Course Outline:

Day 1: Leadership and Management Fundamentals

- Management and Leadership – Are they different?
- Essential concepts of leadership theory that all managers need to know.
- The transformational leader and its impact.
- Understanding your personal management style.
- Future leaders – Generation ‘X’ and ‘Y’ and their leadership expectations.

Day 2: Understanding Business Strategy & Business Models

- What is strategy and why it matters.
- Crafting vision & mission statements.
- Creating a business model using the Business Model Canvas.
- Tools for strategic planning.
- Strategic analysis techniques: PESTLE, Five Forces, SWOT analysis.

Day 3: Decision-Making and Problem Solving

- Introduction to decision-making & problem-solving.
- The decision-making process: A step-by-step guide.
- The six-step problem-solving technique.
- Tools for making decisions: PMI, Crawford’s Slop, 5 Why’s, and brainstorming.
- Avoiding groupthink and fostering innovative solutions.

Day 4: Cross-Cultural Communication Skills

- Understanding the psychology of communication.
- Removing barriers to effective communication.
- Dimensions of culture: Value dimensions and their impact.
- Cross-cultural communication and its importance.
- Improving listening and questioning skills for better understanding.

Day 5: Marketing Essentials and Influence

- Key marketing concepts every leader should know.
- Identifying the Unique Selling Point (USP).
- Market research: Understanding how consumers are influenced and make purchasing decisions.
- Influence strategies for leaders and marketers.
- Creating personal action plans for career growth.



DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.