



## The Mini MBA Program

### The concept: Do you want to manage or just talk about management?

This is the message conveyed by the mini MBA program. The program is applied, competency-based, and skill-oriented and job performance linked. It is short yet intensive. It considers your time an investment and puts every effort into converting this investment into concrete returns.

Welcome to a unique experience in management learning and management competency generation.

### How is it built?

The mini MBA Program is a program that combines:

- The core of current MBA programs
- Translated into applied management competencies and skills.
- Presented into a short enough period of time that allows for executive continuity.

The focal point is the individual executive and the mission is to make him perform better and achieve more. And gain those competencies within a reasonable, doable period of time and volume of energy. The three building blocks of the program are:

- Management of knowledge
- Management of organizations
- Management of self



## Program structure:

### Segment One: Management of Knowledge (days one to three)

#### **The fundamentals of business today**

##### **The Marketing dimension of business knowledge and strategies**

- The fundamentals : markets and consumers
- Marketing strategies
  - 1- Pricing
  - 2- Globalizing
  - 3- Branding
  - 4- Communicating
  - 5- Supply chain
- Marketing management within specific industries.

##### **The Finance dimension of business knowledge and strategies**

- The fundamental framework
- The key strategic finance decisions
  - 1- Capital and capitalization
  - 2- Returns
  - 3- Investments
- Efficiency in managing financial resources
- Performance measurement and performance judgment
- The global capital market, FDI, Venture capital

##### **The Technology dimension of business knowledge and strategies**

- Where is your industry today and where will it be tomorrow?
- Product technology content
- What is your product technology content
- Technology as a strategy
- Where to find technology?
- Fundamentals of technology development and technology transfer.

### Segment Two : Management of organizations (days four to six)

#### **Strategic thinking**

- The strategic foundations of business today
- Why strategic planning? Do you really need it?
- What is strategic thinking and what is a strategic plan?
- What is a strategy?
- Who does strategic thinking?
- Key strategic figures you should watch.
- What are the strategic drivers of business that you should watch?
- Who is who in strategic thinking?

#### **Strategy formulation**

- The drivers of strategic decisions within organizations yours and your competitors
- The art of muddling through
- Seeking help: the tool kit.
  - 1- Look at tomorrow
  - 2- Think gaps
  - 3- Think portfolio
- Integrate it all in your behavior
- Are you doing the right thing? Check that.

### **Strategy implementation**

- The actors and the drama
- Are you really a strategist?
- Do you really belong there :
- Engineering the strategy-culture fit
- How to manage the process of change.
- Negotiating acceptability.
- Converting strategies into operational plans
- Testing the outcomes

## **Segment three: The management of self (days seven and eight).**

### **Leadership**

- Are you a leader or a manager?
- Do you have a style?
- Have you got the power?
- How to earn power and how to spend it?
- Why and how do leaders die?
- How to chart your course?

### **Self**

- Who are you?
- Again, what is your life plan?
- What are your individual strengths and weaknesses?
- What are your professional strengths and weaknesses?
- Where are the gaps?
- How to cover the gaps
- Have you thought of your career?
- Avoiding burnout
- **Case**

## **Segment four: the challenge of implementation**

### **Day nine to eleven**

**The management game.**

### **Day twelve**

**Conclusions and graduation**

## **About MICM**

MICM is a group of management scholars and executives who have decided to introduce a novel approach to management competency learning and demonstration. Focus is on mastering management instead of paper chase! The group tries to avoid the strenuous and, at times, excessive demands of a regular MBA programs and, at the same time, provide a rewarding learning experience.

MICM's ultimate objective is to see you gain the competencies essential for leading in today exceptionally competitive business.

MICM provides a mix of events and activities all focusing on international business, globalization and private initiative or entrepreneurship.

## Who are the resource persons?

### **Professor Dr. M S S El Namaki, (Netherlands), Strategy and entrepreneurship**

Prof El Namaki teaches and consults on strategic thinking, entrepreneurship and international business world - wide. He is past founder and Dean of the Maastricht School of Management (MSM), Maastricht, The Netherlands (1984-2002). Prof El Namaki consulted on a wide scale and his clients included Fortune 500 companies' consultancy missions for the European Union (EU), The World Bank, The United Nations Development Organization (UNDP), and the International Trade Center (ITC) among others. Prof El Namaki published 6 books and more than 70 articles. Some of his articles on Vision and Propensity to Enterprise are 'classic' teaching material in MBA programs worldwide.

### **Professor H AA de Werk, (Netherlands), Marketing**

Expert in Marketing Management with an MBA in Marketing (NIMA Acute Netherlands, 1983) and extensive experience in marketing management, marketing of services and product management. Executive experience included periods with Unilever (Netherlands), marketing of Blue Band margarine, Philips (Netherlands), marketing of lamps; UNICEF (Netherlands), marketing of services, Estle, (Netherlands) marketing of services in the entertainment industry. Experience covered, also, a wide number of countries. Experience also included teaching of marketing and marketing related subjects in MBA programs in the Netherlands and many other countries.

### **Professor Kwan S. Kim. Ph.D (U.S.A), Managerial economics**

Prof Kim is professor of economics and policy studies and faculty fellow of the Kellogg Institute for International Studies at the University of Notre Dame, USA. His areas of specialization include development economics - with special focus on East Asia, Sub-Saharan Africa and Latin America; International Trade, Investment and Finance; and Econometrics and Statistics. He is a recipient of numerous grants and awards as he has occasionally served as a trainer/ consultant for governments of emerging economies and for international agencies, and has published a dozen books and articles in over eighty professional journals and book chapters.

### **Professor Robert W. Swaim , Ph.D (U.S.A), Operations and technology**

Dr. Swaim combines over 40 years of practical international business experience with a distinguished record of teaching and graduate level research in the field of management and executive development. He founded the Coto Group in 1982. Before founding the Coto Group, Dr. Swaim held executive positions with the Geneva Companies, a middle market merger and acquisition firm. Prior to Geneva , he was Director of Organization Development and International Human Resources Planning with the Occidental Petroleum Corporation where he was instrumental in completing the second largest acquisition in U.S. history at the time. He also held management positions with the Mobil Oil Corporation and Xerox.

Dr. Swaim completed his doctoral work at Claremont Graduate University (Drucker Graduate School of Management) and also holds an MA in Management from Claremont, an MBA from Pepperdine University, and a BBA from the University of Pittsburgh. He has also served as Associate Professor of Management and Organization Development for the University Of San Francisco Graduate School as well as the Distinguished Visiting Professor of Management for the Saint Leo University-UIBE MBA Program that was offered in China.