

# PwC's Academy Greece

## Mini MBA Programme



### What is PwC's Mini MBA Programme?

PwC's Mini MBA training programme is focused on developing the most important business skills.

The training course provides participants with a clear picture of organisations, their structure and management methodology. Participants will have the opportunity to acquire the knowledge that has value and can be used in everyday business activities.

### Who is it for?

The training course is intended for managers at all levels in all lines of service, owners of small and medium-sized enterprises and those who intend to start their own businesses.

Managing an organisation or its segment requires specific and very often diverse business skills and knowledge. Therefore, it is very important that managers have the relevant knowledge on company's operations and understanding of company's strategy, human capital, marketing and other operational challenges.

### Methodology of training

PwC's Mini MBA Programme is comprised of nine related sessions designed to offer insight into successful business strategies in the modern world.

In the course of these sessions, our professional training team will try to provide a systematic framework based on an award-winning flowchart methodology, practical activities, visuals & videos and a clear structure of organisation management, which will help participants to apply the acquired knowledge in their own organisations. The programme has been rolled out to 14 countries (as at 2019), including the UAE, Russia, Saudi Arabia, Bulgaria, Serbia, Poland, Slovakia and other countries

### Lecturers

Our trainers are experienced local and international experts with hands on experience in various fields. Visit our [website](#) to read more about our training team.

### Language

Lectures and materials are in English.

# PwC's Mini MBA Programme



## Duration

PwC's Mini MBA Programme takes 16 days in total (includes half & full days -100 training hours) and 2.5 hours for the final assessment based on a Harvard Publishing Business Case Sessions. All lectures are held at PwC's Academy premises.

## Agenda & Topics

### Business Mapping & Corporate & Business Strategy

The basics (Vision, Mission, Stakeholders & Governance) & Environmental Analysis - Competition. Understanding the profitability of an industry as well as its markets. Understanding strategy development based on critical success factors, portfolios & internal analysis. Selecting options for growth & being innovative

### Marketing in the 21st century

Understanding marketing, consumer behaviour, branding and Internet based promotion

### Finance & Accounting

Accounting basics, financial management & overall performance management

### Leadership

Understanding challenges of leadership in modern business and creating positive environment

### Innovation & Creative Thinking - Wrap up- Linking it all together

Understanding the techniques required to think differently towards innovating

### Enabled Organization

Understanding link between organisational structure and management effectiveness

### Final Assessment

Harvard Case study assessment

### Project Management

Understanding principles and tools of effectively managed projects

**Price:**  
EUR 2,900\*€ (excl. VAT) per person

\*Corporate discounts apply for groups of participants  
Tailor-Made in house Mini MBA programmes are offered if requested.  
Requires 76 hours of attendance and completing the assessment.

**Upon completion of the programme, all participants will receive a PwC certificate\***

\*Requires 76 hours of attendance and passing the final exam.

## How to register?

For more information and registration form:

Visit our website:

<http://bit.ly/AcademyMiniMBA>

Contact the Academy Team:

[aristidis.panolaridis@pwc.com](mailto:aristidis.panolaridis@pwc.com)

[ioannis.oikonomidis@pwc.com](mailto:ioannis.oikonomidis@pwc.com)

or the Programme Director:

[constantine.kiritsis@pwc.com](mailto:constantine.kiritsis@pwc.com)



PwC's Mini MBA programme in Greece is offered in association with StudySmart.