

# *The value of knowledge*

## PwC's Mini MBA Programme

*All the details of the  
PwC's Mini MBA  
Programme*



**pwc**

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

PwC's Mini MBA Programme allows professionals to gain the training and business skills offered in a traditional MBA programme in a more accessible manner. The programme provides participants with a clear picture of organisations, their structure and management methodology. We provide an MBA experience in an intensive 3 month session.

## **Why choose the Mini MBA Programme?**

Today's business organisations require professionals with specialised skills who can simultaneously synergise their skills with the larger organisational structure. It is therefore essential for professionals to have the relevant knowledge on all facets of the modern organisation. From project management to finance functions, corporate strategy to human capital, PwC's Mini MBA programme will not only provide an understanding of each but will also provide clarity on the interdependence between them.

## **Who is it for?**

The Mini MBA Programme is intended for those who wish to gain the business skills provided by a traditional MBA programme without incurring the time and costs necessary to undertake a full MBA programme. It is ideally suited for current or aspiring managers along all lines of business, small and medium sized enterprise owners, and seasoned or budding entrepreneurs.

## **What will I learn?**

PwC's Mini MBA Programme covers the topics taught in leading global MBA programmes with a focus on practical examples and case studies. The programme comprises nine specially designed modules carefully chosen to provide a systematic framework and clear structure for understanding organisations. We have developed a unique mapping technique to link the modules and create a successful business strategy.

## **The PwC Advantage**

As a global leader in a full range of professional services PwC employees have an in depth understanding of the complexities of modern organisations. PwC's Academy has incorporated the insights gained from working with firms from all over the globe into our unique Mini MBA Programme.

## **Language**

Lectures and materials are in English.

## **Duration**

PwC's Mini MBA Programme includes over 12 full days of training (100 hours) conducted over a 3 month period.

## **Certificate**

At the end of the programme all participants will receive a PwC certificate of completion. This is contingent on meeting the minimum attendance requirement of 76 hours and the completion of a Harvard Business School case study. A personalised assessment of the case study will be provided to each participant together with guidance on suggested future development goals.

## **When and where can I participate in the Mini MBA Programme?**

PwC's Academy is currently offering the Mini MBA Programme throughout the Middle East. For more information regarding the Programme and how to register please contact:

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You can also contact your PwC's Academy Middle East country contact. These are listed on the back of this brochure.

PwC's Mini MBA Programme consists of 9 specially designed modules presented over a 3 month period.

**1.**

***Business breakdown and map***  
*1.5 Days of training*

- Vision and mission statement
- Stakeholder analysis
- Corporate governance basics
- Business mapping (introduction)

**2.**

***Corporate and business strategy***  
*1.5 Days of training*

- Critical success factors
- External and internal analysis
- Strategies for innovation
- Forecasting

**3.**

***People management***  
*1.5 Days of training*

- HR as a strategic partner
- Culture management
- Recruitment and selection
- Target setting and performance

**4.**

***Management skills***  
*1 day of training*

- Change management
- Effective communication
- Motivation and empowerment
- Appraisal
- Stress management

**5.**

***Marketing***  
*1.5 Days of training*

- Market positioning
- Branding
- Corporate social responsibility
- Marketing and social media

**6.**

***Leadership and negotiation***  
*1.5 Days of training*

- Leadership vs management
- Types of leaders
- Role of leadership in problem solving
- Negotiations (external and internal)

**7.**

***Accounting basics and financial management***  
*1.5 Days of training*

- Financial statement analysis
- Nature and purpose of finance management
- Budgeting and setting financial objectives
- Risk management

**8.**

***Project management and business processes***  
*1.5 Days of training*

- Project management methodologies
- The project life cycle
- Business operations
- Quality issues

**9.**

***Linking it all together***

*1 Day of training*

- Conclusion to business mapping
- Introduction to the case study

## Business breakdown and map

This introductory module presents an understanding of how businesses' can be mapped through an outline of the main areas within all organisations. The business map is then used to introduce competitive and strategic analysis through our 3 step process of: Analysis (Position), Choice (Options for Growth), and Implementation. It outlines the three levels of strategy; corporate, business, and functional along with the objectives of each. Critical concepts such as Vision, Mission Statement, Corporate culture, stakeholder analysis, and corporate governance are also explained and examined. All concepts are presented using practical examples from the modern business world.

## Corporate and business strategy

This module begins by presenting a framework for analysing the global and local business environment in which a business operates. To do so the PESTEL (Politics, Economics, Social, Technology, Environment, and Legal) framework is examined. The concept of competitive and strategic analysis introduced in the previous section is explored in greater depth. Competitive analysis is examined using the 5 forces model as well as SWOT analysis. The module then delves into strategic positioning and whether an organisation's position is appropriate given their competitive environment. Strategies for growth and innovation in different competitive environments are developed. One of the most important topics is the analysis of the critical success factors and key performance indicators that are used to gauge success.



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***The module analyses different types of communication and their evolutions with technological progress.***

### **People management**

In this module we explore the modern organisation's most important resource; its people. It introduces Human Resource Management (HRM) examining key policies and systems such as recruitment, appraisal, compensation, benefits that are used to manage people. There is also discussion of contemporary issues and issues specific to the region. A focus of the module is addressing the vital link between business strategy and HRM along with the impact of HRM on organisational culture and business performance. Using theories, research evidence, and practical tools participants will understand and learn to evaluate HRM policies and their effect on the whole organisation.

### **Management skills**

The aim of this module is to provide the basics of effective management. Motivation and communication are critical topics in this section. Methods for motivation and how to identify motivational drivers at an individual level are investigated. The module analyses different types of communication and their evolutions with technological progress. It also explores how different communication styles can be received (positively and negatively) and how to adapt communication style depending on the audience. The module covers the basics of time and stress management. Tools for planning, both short term and long term, are also examined. Practical examples will be used to guide participants throughout the module.

## Marketing

The focus of this module is presenting participants with a brief overview of marketing theory and tools and applying these to real life examples. It begins with an introduction to the strategic goals of marketing and how they can be achieved through the marketing mix (7 P's). Marketing tools and concepts such as CRM's, market positioning, and customer segmentation are addressed.

The importance of a robust brand strategy is examined and crystallized through analysis of how successful firms generate brand value. It looks at CSR and its role in the marketing strategy. Of course no modern marketing course would be complete without an examination of viral marketing and social media and these topics are also explored in the module.

## Leadership and negotiation

This module examines the role of leadership and its impact within the organisation. The distinction between leadership and management is introduced along with the objectives of each. It also explores different types of leaders and leadership styles. From this participants gain an understanding of what type of leader they are, or in future can become. As a corollary, participants will also identify what skills they can improve to become a more effective leader. It explores how leaders can play a constructive role in problem solving and what pitfalls to avoid. Apart from leadership, the module also addresses negotiation skills. Practical negotiation skills, both internally and with external clients, are presented.



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*PwC's extensive professional network provides us unique access to the highest quality trainers in each location in which the Programme is offered.*

### **Accounting basics and financial management**

The goal of this module is to provide participants with a basic understanding of accounting and financial management. Additionally the module aims to help participants understand the role of these functions within the organisation. It presents an overview of financial statements and key financial statement ratios that are pivotal for decision making. It explores the nature and purpose of Finance Management along with an examination of the link between corporate strategy and financial objectives. It introduces the concepts of working capital management, liquidity, cash flows, and the different sources of capital. The session will also include an overview of budgeting and the basics of risk management.

### **Project management and business processes**

This module provides an understanding of the principles and tools used for effectively managing projects and the operations of the organisation. Its aim is to not only demonstrate how an organisation manages its projects and operations but how these decisions can create or destroy value. Specific attention will be given to the organisation's value chain and the decisions surrounding it. It presents project management methodologies, the project life cycle and an understanding of the project environment. It will demonstrate how to plan and execute projects addressing key issues such as deadlines, resource management, reporting, monitoring, and quality control to ensure that key deliverables are met.



### **Linking it all together**

We strongly believe one of the key strengths of PwC's Mini MBA Programme is the focus on the link between our modules to show the interdependence between all areas of the organisation. This module concentrates on the interdependence between the sessions presented in the programme. It will revisit the business map presented in Module 1 so participants can apply their new understanding of the firm to the pivotal skill of business mapping. The balanced scorecard will be presented to demonstrate how to evaluate the overall performance of an organisation. A final section on entrepreneurship will also be presented. This will be followed by a Harvard Business School case study that will incorporate the learning points from the programme. A personalised assessment of the case study will be provided to each participant together with guidance on suggested future development goals.

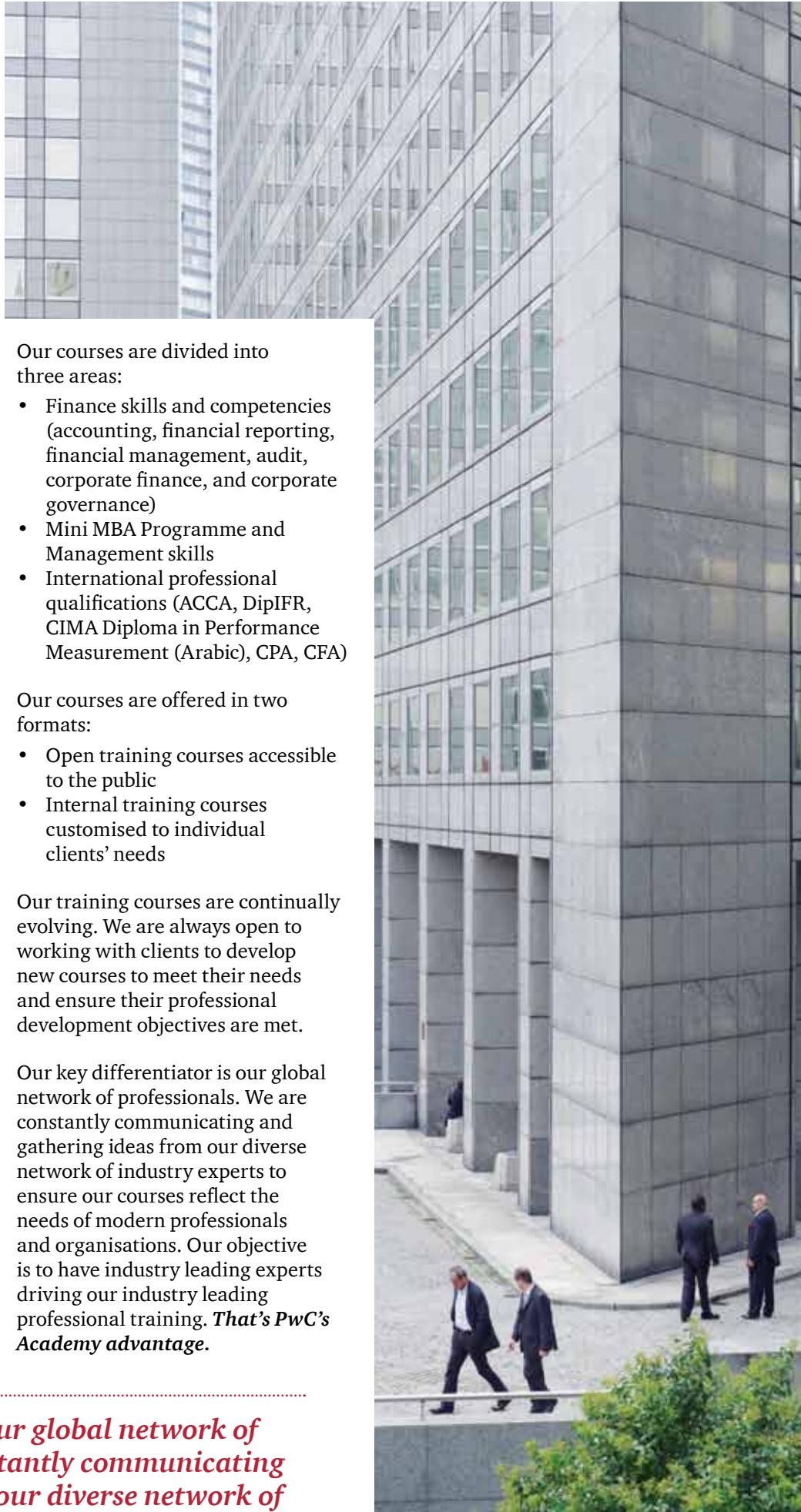
### ***Our trainers***

Our trainers are meticulously selected to ensure that each module is presented by a leader in their respective field.

In choosing our trainers we apply 3 key criteria that must be met:

1. Experience in leadership position
2. Subject expertise
3. Knowledge of the local business environment

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## **PwC's Academy – Experience knowledge**

PwC's Academy is the educational business of the global organisation PricewaterhouseCoopers (PwC). The foundation of PwC's Academy is our team of expert professionals who convey their wealth of knowledge and the practical experience they have gained in their daily work within leading organisations around the world.

We offer a variety of training courses covering professional qualifications, financial competencies, and management skills. The courses are based on both the individual experiences of our experts and the best practices of PwC Global. We constantly adapt our courses to meet the needs of modern business and tailor them to our client's requirements. PwC's Academies in the Middle East are part of PwC's growing network of Academies which are present in over 30 countries worldwide. Through the network of PwC's Academies we continually exchange best practices and successful methodologies to ensure that we are consistently providing industry leading training programmes.

Our courses are divided into three areas:

- Finance skills and competencies (accounting, financial reporting, financial management, audit, corporate finance, and corporate governance)
- Mini MBA Programme and Management skills
- International professional qualifications (ACCA, DipIFR, CIMA Diploma in Performance Measurement (Arabic), CPA, CFA)

Our courses are offered in two formats:

- Open training courses accessible to the public
- Internal training courses customised to individual clients' needs

Our training courses are continually evolving. We are always open to working with clients to develop new courses to meet their needs and ensure their professional development objectives are met.

Our key differentiator is our global network of professionals. We are constantly communicating and gathering ideas from our diverse network of industry experts to ensure our courses reflect the needs of modern professionals and organisations. Our objective is to have industry leading experts driving our industry leading professional training. *That's PwC's Academy advantage.*

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# *PwC's Academy Middle East contacts*

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