Mastering Business Administration: The Comprehensive MBA

4 – 8 April 2027
Tunis (Tunisia)



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Why This Course

Successful business leaders need more than expertise in one function. They need a broad understanding of how strategy, finance, marketing, leadership, operations, and innovation work together to create organizational performance. In today's competitive environment, professionals are expected to think strategically, make informed decisions, understand financial implications, lead people effectively, and improve business processes.

This intensive 1-week Mini MBA course provides a practical overview of core MBA concepts and business management skills. It is designed for professionals, managers, and emerging leaders who want to strengthen their business acumen without committing to a full MBA program.

Through case studies, simulations, interactive discussions, and practical exercises, participants will develop the strategic thinking, financial awareness, marketing insight, leadership capability, and operational understanding needed to make better business decisions and contribute more effectively to organizational success.

What You'll Learn and Practice

By joining this program, you will:

- Develop a strategic mindset for effective business decision-making.
- Analyze internal and external business environments.
- Understand competitive advantage, positioning, and strategy execution.
- Interpret key financial statements and business performance indicators.
- Apply budgeting, forecasting, valuation, and investment decision concepts.
- Understand core marketing principles, customer behavior, and brand positioning.
- Explore digital marketing strategies and marketing performance metrics.
- Strengthen leadership, motivation, and team management skills.
- Understand organizational culture, ethics, and change management.
- Gain practical insights into operations, supply chain, quality, and project management.
- Apply innovation and technology thinking to improve business performance.



The Program Flow

Day 1: Strategic Management

- Introduction to strategic thinking and business-level decision-making.
- Understanding the role of strategy in organizational success.
- External environment analysis and market forces.
- Internal capability assessment and resource analysis.
- Competitive advantage and market positioning.
- Strategy formulation, implementation, and execution challenges.
- Case insight: How organizations build and sustain competitive advantage.

Day 2: Financial Management

- Understanding financial statements and key financial indicators.
- Financial statement analysis for non-finance professionals.
- Budgeting and forecasting fundamentals.
- Investment decision-making and capital allocation.
- Risk management and business valuation concepts.
- Connecting financial performance with strategic decisions.
- Practical exercise: Interpreting financial data to support business decisions.

Day 3: Marketing Management

- Market research and customer insight.
- Understanding consumer behavior and buying decisions.
- Brand management, positioning, and value proposition.
- Marketing strategy and customer segmentation.
- Digital marketing strategies and channels.
- Marketing metrics, ROI, and campaign performance.
- Workshop: Designing a market positioning and growth strategy.

Day 4: Leadership and Organizational Behavior

- Leadership styles and leadership effectiveness.
- Understanding motivation, engagement, and team dynamics.
- Managing people, performance, and workplace relationships.
- Change management and leading through transition.
- Organizational culture and its impact on performance.
- Ethics, accountability, and responsible leadership.
- Practical activity: Building a leadership approach for a business challenge.



Day 5: Operations Management

- Fundamentals of operations management.
- Supply chain management and operational efficiency.
- Quality control and continuous improvement.
- Process optimization and performance improvement.
- Project management essentials.
- Technology and innovation management.
- Final activity: Developing an integrated business improvement action plan.

Individual Impact

- Strengthen your overall business acumen and management confidence.
- Improve your ability to make strategic and financially informed decisions.
- Build practical understanding of marketing, leadership, and operations.
- Enhance problem-solving and decision-making skills.
- Improve your ability to communicate across business functions.
- Gain a broader, more integrated view of how successful organizations operate.

Work Impact

- Improve strategic thinking and decision-making across teams.
- Strengthen financial awareness and business performance understanding.
- Support better marketing, customer, and growth-focused decisions.
- Improve leadership effectiveness and team performance.
- Enhance operational efficiency and process improvement efforts.
- Build stronger cross-functional collaboration and business alignment.

Training Methodology

This program uses a practical and business-focused approach, making MBA-level concepts accessible and applicable to real workplace challenges. Learning methods include:

- Interactive discussions and guided facilitation.
- Business case studies and management simulations.
- Financial analysis and decision-making exercises.
- Marketing strategy and positioning workshops.
- Leadership and organizational behavior scenarios.
- Operations and process improvement activities.
- Group projects, peer discussion, and practical action planning.



Beyond the Course

Upon completion, participants will have a stronger foundation in core business management disciplines and will be better prepared to contribute to strategic and operational success. They will return ready to:

- Develop and support effective business strategies.
- Use financial insights to improve decision-making.
- Apply marketing principles to support business growth.
- Lead teams with greater confidence and clarity.
- Improve operations, processes, and project outcomes.
- Approach business challenges with a more strategic, integrated, and results-driven mindset.

