

## **RITI's Mini-MBA Program**

RITI's Mini-MBA is a comprehensive business leadership and management development program that provides leading-edge business skills, coaching and leadership training to help propel your career forward.

At the end of this program, you will have been exposed to key management concepts that drive organizational growth. From finance to marketing to human resource management, and business leadership, you will gain solid and cohesive insights and understanding of each function and how it contributes to organizational success.

While a Mini-MBA cannot replace the depth of an MBA, it offers a concise and dynamic approach which rapidly prepares you to handle new scenarios as a smart middle manager while strengthening your productivity, confidence and decision-making abilities.

### **Content**

The program offers an overview of the key concepts, tools, and techniques that are required to succeed in today's challenging business environment. It aims to enhance the managerial tools of the participants. The modules are selected to provide intensive exposure on the main domains of management functions and analytical techniques/

**The main outlines for the 8 modules of the programs are as follows;**

- **Business in Global Context (16 hours)**
  - The logic of International Business: An Overview of Standard International Trade Theories.
  - The Environment of International Business
  - International Business Strategies and Tactics
  - Special Issues in International Business.
  - Common and Conflicting Interest of Countries
  - How Do Processes of Countries in Transition Affect International Business?

- **Creating, Structuring and Managing Organizations (20 hours)**
  - Organization Structure and Design
  - Team Building and Leadership Role
  - Management and Leadership of Organizational Change and Learning
  - Characteristics and Types of Organizational Culture
  - Strategies for Conflict Management
  - Role of Effective Communication in the Organization
  
- **Business Strategy for Leaders (20 hours)**
  - What is Strategy and the Strategic Management Process.
  - Scanning the External and Internal Environment
  - Strategy Formulation
  - Strategy Implementation
  - Evaluation and Control
  - Strategic Issues in Entrepreneurial Ventures and SME Business.
  
- **Marketing: A key Success Factor (20 hours)**
  - Introduction to Marketing and the Evolution of the Definitions
  - Creating Customer Value and Satisfaction
  - The Marketing Planning Process
  - Market Research and Marketing Research Planning
  - Segmentation, Targeting and Positioning
  - Developing the Marketing Mix: 4Ps
  - Understanding Social Responsibility and Marketing Ethics

- SWOT Analysis and Marketing Audit
- Implementing Marketing Strategy and Control.
- **Mastering the Sales Process (20 hours)**
  - Sales Strategy and the Sales Function.
  - Developing Forecasts, Quotas and Budgets
  - Evaluating the Effectiveness of the Organization.
  - The Role of Knowledge in the Selling Process.
  - Prospecting
  - The Salesman Attitudes, Philosophies and Work Habits
  - Sales Management and Administration
- **Strategic Human Resources Management (16 hours)**
  - The HR Functions and their roles in the organization
  - Models for Strategic HR Management
  - Planned vs. Emergent Approaches to HR Strategy Design
  - Positioning an organization's HR Strategy
  - Impact of other functional area strategies on HR Strategy
  - Incorporating Ethical Principles and Values in HR Strategy
- **Understanding Business Through Managerial Finance (20 hours)**
  - Finance Fundamentals, Financial Statements and Ratio Analysis.
  - Financial Recurrent Planning and Cost – Volume – Profit (CVP) Analysis.
  - Long-Term (LT) Investment Decisions (Capital Budgeting) Analysis.
  - LT Investment Analysis under Certainty, Constraints and Risk
  - LT Financing and Capital Structure Decisions

- Dividend and Surplus Distribution Decisions
- Working Capital Management
- **Research Methodology (20 hours)**
  - Introduction to Research and the Research Process
  - Research Ethics and Integrity
  - Critical Appraisal
  - Introduction to Research Methods (Quantitative and Qualitative)
  - Data Analysis and Interpretation
  - Critical Appraisal of different Research Methods

The participants will pass by an exam after each of these 8 modules and the final evaluation to get the certification will be based on a case study project to ensure that the participant has a comprehensive understanding of different studied tools and techniques.

### **Participants 'Profile**

This program is designed for middle level managers who exercise leadership and whose responsibilities require a concrete foundation of different management tools.

The program is excellent for newly appointed managers who seek greater opportunities in the managerial career.

At least 2 years of experience and good proficiency of English language are main prerequisites to join the program