

# The Michael A Potter International Mini Executive MBA Programme



*“Give direction to your ambition”*

## FROM THE PROGRAMME DIRECTOR



The global economic environment has changed immeasurable over the past ten years. In another ten years it may look completely different again. Successful businesses need the ability to adapt quickly to changing circumstances and anticipate future market trends.

To keep one step ahead of your competitors you need forward thinking people who can spot an opportunity and have the skills to generate and implement new ideas that will add value to your business.

The Michel A Potter International mini Executive MBA is an immense programme based on real-time global business dynamics, economic challenges and opportunities, global trends, and market shifts.

Delegates will acquire knowledge and skills that will enhance their problem solving and strategic decision making abilities, along with their organisation's operational efficiency, productivity and competitive advantage.

By investing in this mini Executive MBA programme your company is making a long-term investment in the people who will lead your business in the future. It not only enhances the skill level in your organisation but also demonstrates a lasting commitment to the career development of your most promising executives.

We look forward to discussing our programme with you. For more information please contact our Programme Coordinator at +44 1565 756193

A handwritten signature in blue ink that reads "Michael A Potter". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michael A Potter  
Chief Executive Officer

**Michael A Potter**  
International

## PROGRAMME OVERVIEW

*Michael A Potter launches his Mini Executive MBA aimed at senior management and aspiring talents.*

As organisations become flatter and more agile, or global and more complex, they create new opportunities for talented leaders. To capitalise on these opportunities, you need cross-functional skills, strategic vision and superior management expertise.

The Michael A Potter International mini Executive MBA Programme is designed to reflect today's global business trends and equip executives with the skills necessary to engage with the challenges of a globalising world.

The MAPI mini Executive MBA offers a comprehensive curriculum and experiential approach that creates an invaluable, reflective pause from routine. Participants complete the programme with a tremendous reserve of strategies, practices, and global and self-awareness that can be put to immediate use and mobilised for virtually any contingency.

Delivered over 3 intensive modules...

- Strategic Leadership and Global Management
- International Marketing and Finance
- Organisational Development and People Management

...the programme will equip delegates with knowledge and skills for making informed business decisions

Each learning module is especially designed to help strengthen your leadership capacity and increase your global perspective.

The programme is all about practice, action, implementation and application. Participants are given the opportunity to use new business tools in the real world case studies that require critical judgement and effective decision making.



*We offer an innovative, adaptable, integrated programme designed to fit with your lifestyle*

## STRUCTURE

The programme is divided into 3 distinct modules; each module is 5 days long.

The modules consist of various topics and questions to test the participants' understanding of that topic, with a multiple choice test at the end of each module.

There will be a break in between each of the modules during which delegates will have to complete a challenging assignment.

The assignment will be due for submission prior to the beginning of the next module.

Certificates are awarded on the completion of each module and at the end of the whole programme.

## LEARNING APPROACHES

The format and design of the programme creates a supporting environment where participants learn from the subject expert, practical application of case studies and from each other.

The challenging yet condensed curriculum uses a combination of lectures, group discussions, presentations, case studies, and interactive videos to make sure that each module is as rewarding as it is insightful.

During the lectures ample use will be made of real life examples and draw on participants' own experience to both illustrate and reinforce the understanding and practical application theory.

The willingness to engage in class discussions is an essential part of the module and all participants will be invited to contribute.



## ENTRY REQUIREMENTS

### **Work experience**

Minimum of 5 years management experience

### **Academic qualifications**

Minimum undergraduate degree or Higher National Diploma with relevant work experience

### **English language**

Confident business English, all teaching and materials are provided in English only.

## KEY BENEFITS

### Your Mini MBA will

- Give you an up to date perspective on today's global business trends
- Enable you to build upon your key management skills and experiences
- Improve your ability to think strategically, understand where to go and implement plans to get there
- Sharpen your financial literacy in order to make quality management decisions
- Understand the facets of global marketing excellence
- Develop a broad framework of knowledge for making informed business decisions on issues affecting your organisation
- Make you a more purposeful leader
- Award you with an accredited mini MBA completion certificate



*Whatever your immediate career goals are, this programme will quickly increase your value and potential.*



## WHO IS IT FOR

Developing business leaders seeking to broaden and strengthen their knowledge of business theory and practice.

It is suitable for successful professionals or specialists in the private, public or voluntary sectors who have assumed new management responsibilities and need to expand their management knowledge.

It can also be taken by those with considerable specialist experience in one area who want exposure to other areas of the business.

Experienced professionals who are currently in transition will also find programme valuable.

# PROGRAMME CONTENT

## Module 1: Strategic Leadership and Global Management

*Enhance your awareness of the global business environment*

### OVERVIEW

This module is centred on developing personal and professional effectiveness, enabling practising and aspiring leaders to enhance their knowledge and skills in global management, leadership and strategy.

It provides a holistic overview of the strategic management process, introducing powerful frameworks that help leaders to see where their organisation is, where they want it to be and how to drive the agenda to get there.

### KEY AREAS COVERED

- The Changing Global Environment and Business Models
- Global Strategy: Creating a Competitive Advantage in New Markets
- Leading Across Borders: Overcoming the Global Cultural and Communication Barriers
- Global Leadership: Making Decision in Complex Global Environment
- Global Horizon Scanning: Discovering Changing Global Patterns Before the Competition
- Developing Your Management and Leadership Skills
- Leading Strategic Business Change



# PROGRAMME CONTENT

## Module 2: International Marketing and Finance

*Develop your understanding of some of the key theories, approaches and issues in the field of global marketing and financial management.*

### OVERVIEW

The first part of this module is designed to help you understand the language of international business finance. It will provide you with a clear understanding of the key financial indicators and terminology used, as well as the way in which information provided by accounting and finance supports decision-making. It is a very practical module that will build from little or no finance knowledge.

The second part of the module will explore the core topics, subject areas and the real purpose of mastering marketing today. You will be able to understand the role and contribution of marketing to business success, while at the same time developing insights and advanced techniques that are applicable to organisations operating in a global, multicultural environment.

### KEY AREAS COVERED

- Introduction to Global Financial Management
- Analysis and Interpretation of Financial Statements
- International Financial Strategy
- International Marketing Strategy
- Global Branding
- Managing a Multi-Cultural Context
- Innovation, Creativity and Entrepreneurship
- Business Ethics and Social Responsibility



# PROGRAMME CONTENT

## Module 3: Organisational Development and People Management

*Manage your talent for a prosperous future*

### OVERVIEW

This module investigates the forces driving organisational development. Core approaches and tools will be reviewed as well as the need for various categories of stakeholders to be involved and let through the evolution of an organisation. The links between organisational development and supporting people management practices will be critically assessed.

Throughout the module, relevant theoretical principles and models of change management, HRM and organisational behaviour will be considered and applied in a practical management context using global case studies and real life examples.

### KEY AREAS COVERED

- Organisational Behaviour
- Global Talent Management
- Performance Management
- Organisational Learning and Development
- Managing a Globally Integrated Workforce
- Developing a Global Recruitment Strategy
- Relationship Management/Team Building and Networking
- Generational Psychology
- Next Generation HR: The New People Matrix Management Model





## WHY MAPI?

MAPI is an international training and management consultancy committed to providing high quality solutions that are tailored to meet clients' specific needs and requirements.

***A bespoke accredited qualification:*** our flexible programme allows you to tailor the Mini Executive MBA to meet your individual business needs. All assignments can be customised to focus on the real life challenges your company faces, resulting in tangible solutions that can be directly applied to boost business performance.

***A truly international experience:*** a global perspective is essential in modern business. You need executives with international experience who can understand other cultures and can manage across boundaries. All the programme modules focus on international business and management issues.

***Support and demand:*** we ensure your employees receive outstanding support from the beginning of their programme, to help them reach their potential and safeguard your investment.

***Professional development:*** continual learning is a key part of this mini Executive MBA programme. Throughout the programme students have many opportunities to reflect on the programme and ensure they are getting as much as possible from the MBA experience.

## CONTACT DETAILS



### General Enquiries

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