



PwC Mini MBA Programme The Value of Knowledge

What is PwC Mini MBA Programme?

PwC 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 Mini MBA Programme comprises nine related sessions designed to offer insight into successful business strategies in the modern world.

In the course of these sessions, we will try to provide a systematic framework and clear structure of organisation management, which will help participants to apply the acquired knowledge in their own organisations.

Our trainers

Our trainers are experienced local and international experts in various fields.

Language

Lectures and materials are in English.

PwC Mini MBA Programme

Duration

PwC Mini MBA Programme takes 16 days in total (100 training hours) and 2.5 hours for the case assessment paper. Lectures are held on **Friday (16 -20h) and Saturday (9-17h)** PwC's Academy premises.

Agenda & Topics

**PwC retains the right to change dates*

Session 1: Business Breakdown and Map

The basics (Vision, Mission, Stakeholders & Governance) & Environmental Analysis - Competition. Understanding the profitability of an industry as well as its markets.

12 hours
06 – 07 October 2017

Session 2: Corporate & Business Strategy

Understanding strategy development based on critical success factors, portfolios & internal analysis. Selecting options for growth & being innovative.

12 hours
13 – 14 October 2017

Session 3: People Management

Human Resources & the Cultural Dimension.

12 hours
20 – 21 October 2017

Session 4: Management Skills

The basics – Time Management, Stress Management, Communication

8 hours
04 November 2017

Session 5: Marketing

From traditional promotion techniques to internet based marketing.

12 hours
17 – 18 November 2017

Session 6: Leadership & Negotiation

Understanding your client & how to lead & gain new business.

12 hours
24 – 25 November 2017

Session 7: Accounting Basics & Financial Management

Accounting Basics & Financial Management & overall performance management.

12 hours
01 - 02 December 2017

Session 8: Project Management & Business Processes

Understanding principles and tools of effectively managed projects

12 hours
15 – 16 December 2017

Session 9: Linking it all together

Business Analysis Map.
Introducing case study.

8 hours
23 December 2017

Paper

Case assessment paper.

2.5 hours
28 December 2017

Price: EUR 2,200 + VAT

Registration deadline: 29 September 2017

Early birds registration (08 September 2017):

EUR 2,000 + VAT

Corporate discounts are available.

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

** Requires 76 hours of attendance and writing the case assessment paper*

How to make reservation?

For more information and registration form, please contact:

PwC's Academy Team (theacademy@rs.pwc.com)

Tel: +381 11 3302 100

www.pwcacademy.rs



PwC's Academy