



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 15 days in total (100 training hours) and 2.5 hours for the case assessment paper.

Agenda & Topics

**PwC retains the right to change dates*

Session 1 & 2: Business Mapping, Ethics & Corporate Governance/ Corporate & Business Strategy

The basics (Vision, Mission, Stakeholders & Governance) & Environmental Analysis - Competition. Understanding the profitability of an industry as well as its markets./ Understanding strategy development based on critical success factors, portfolios & internal analysis. Selecting options for growth & being innovative.

Session 3: Leadership in 21st Century

Understanding challenges of leadership in modern business and creating positive environment.

Session 4: Enabled Organisation

Understanding link between organisational structure and management effectiveness.

Session 5: Accounting Basics & Financial Management

Accounting basics & Financial Management & overall performance management.

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

Session 6: Project Management in everyday business

Understanding principles and tools of effectively managed projects.

Session 7: Marketing in the digital age

Understanding marketing, consumer behaviour, branding and Internet based promotion.

Session 8: Innovation & Creative Thinking

Understanding how to be innovative, why innovation is a necessity for business survival, how to think creatively through specific tools & models.

Session 9: Linking it all together – Preparing a business plan or a business analysis plan

Business Analysis Map. Introducing case study.

Paper

Case assessment paper.

Price: EUR 2,200 + VAT

Registration deadline: 26 September 2019

Early birds registration (03 September 2019):

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*

PwC Mini MBA programme

PwC Mini MBA schedule generation 16

PwC Mini MBA programme comprises nine sessions. Schedule is shown in the table below.

Session number	Name of the session	Date	09:00 - 12:30	13:30-17:00	16:00 - 20:00
1	<i>Business Mapping, Ethics & Corporate Governance</i>	Thursday 03.10.2019.			
		Friday 04.10.2019.			
2	<i>Corporate & Business Strategy</i>	Friday 04.10.2019.			
		Saturday 05.10.2019.			
3	<i>Leadership in 21st century</i>	Friday 18.10.2019.			
		Saturday 19.10.2019.			
4	<i>Enabled Organisation</i>	Friday 01.11.2019.			
		Saturday 02.11.2019.			
5	<i>Accounting Basic & Financial Management</i>	Friday 15.11.2019.			
		Saturday 16.11.2019.			
6	<i>Project Management in everyday business</i>	Friday 22.11.2019.			
		Saturday 23.11.2019.			
7	<i>Marketing in the digital age</i>	Friday 06.12.2019.			
		Saturday 07.12.2019.			
8	<i>Innovation & Creative Thinking</i>	Friday 20.12.2019.			
9	<i>Linking it all together - Preparing a business plan or a business analysis plan</i>	Saturday 21.12.2019.			
	<i>Case assessment paper.</i>	Thursday 26.12.2019.			18:00-20:30

Note: Sessions 1 & 2 are connected and continue for 3 days. Start of the first session is on Thursday 03.10.2019. at 09:00.