

PwC's Academy Bulgaria

Mini MBA Programme



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.

Lecturers

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 final exam. Sessions 1 & 2 are held on Thursday, Friday and Saturday (9-17h). Sessions 3-7 are held on Friday (18-22h) and Saturday (9-17h). Sessions 8 & 9 are held on Friday (9-17h) and Saturday (9-17h). All lectures are held at PwC's Academy premises.

Agenda & Topics

Session 1: Business mapping, Ethics & Corporate Governance

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

12 hours
19 – 20 March 2020

Session 2: Corporate & Business Strategy

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

12 hours
20 – 21 March 2020

Session 3: Enabled Organisation

Understanding link between organisational structure and management effectiveness

12 hours
27 – 28 March 2020

Session 6: Marketing in the digital age

Understanding marketing, consumer behaviour, branding and Internet based promotion

12 hours
10 – 11 April 2020

Session 5: Project Management in Everyday Business

Understanding principles and tools of effectively managed projects

12 hours
24 – 25 April 2020

Session 6: Accounting Basics & Financial Management

Accounting basics, financial management & overall performance management

12 hours
15 – 16 May 2020

Session 7: Leadership in 21st Century

Understanding challenges of leadership in modern business and creating positive environment

12 hours
29 – 30 May 2020

Session 8: Innovation & Creative Thinking

Understanding the techniques required to think differently towards innovating

8 hours
12 June 2020

Session 9: Linking it all together

Business Analysis Map.
Introducing the case study

8 hours
13 June 2020

Assessment Paper

Case study assessment

2.5 hours
19 June 2020

Price: EUR 2,400 (excl. VAT) per person

Early birds registration (19 February 2020):
EUR 2,200 (excl. VAT)
Corporate discounts are available.

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

*Requires 76 hours of attendance and passing the final exam.