

# 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 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 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 of the company's operations and understanding of the 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 (16-20h) and Saturday (9-17h). Sessions 8 & 9 are held on Friday (9-17h) and Saturday (9-17h).

## 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**  
**6 – 7 October 2022**

### Session 2: Corporate & Business Strategy

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

**12 hours**  
**7 – 8 October 2022**

### Session 3: Marketing in the digital age

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

**12 hours**  
**21 – 22 October 2022**

### Session 4: Enabled Organisation

Understanding link between organisational structure and management effectiveness

**12 hours**  
**4 – 5 November 2022**

### Session 5: Accounting Basics & Financial Management

Accounting basics, financial management & overall performance management

**12 hours**  
**18 – 19 November 2022**

### Session 6: Project Management in Everyday Business

Understanding principles and tools of effectively managed projects

**12 hours**  
**1, 2 & 3 December 2022**

### Session 7: Leadership in 21<sup>st</sup> Century

Understanding challenges of leadership in modern business and creating positive environment

**12 hours**  
**16 – 17 December 2022**

### Session 8: Innovation & Creative Thinking

Understanding the techniques required to think differently towards innovating

**8 hours**  
**13 January 2023**

### Session 9: Linking it all together

Business Analysis Map.  
Introducing the case study

**8 hours**  
**14 January 2023**

### Assessment Paper

Case study assessment

**Group work**  
**February 2023**

## How to register?

For more information and registration form, please contact:

PwC's Academy Team

E-mail: [bg\\_pwccademy@pwc.com](mailto:bg_pwccademy@pwc.com)

Tel: +359 894 333 058

[www.pwc.bg](http://www.pwc.bg)

**Price:** EUR 2,400 (excl. VAT)

**Early birds registration** (9 September 2022):

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.