



AUSTIN[®]
UNIVERSITY
EXTENSION

MINI-MBA

Learn how to leverage your true strength, how to focus on perfecting your skills, and **how to learn the key levers for success quickly and deeply in just 5 days!**

Experience Real Transformation



This Mini MBA Program is designed specifically for Executives to give them the high-performance Management, Marketing, and Finance skills of an MBA.

This intensive course will help you to translate your learning into new behaviors and improvements in your capability and performance and will work through live issues impacting on the industry and on you directly.

The individual and group exercises will focus on Generic MBA case studies, and also on your own challenges and examples.

The case studies will help also give the 'feel' of a full MBA and help you understand more about the strategies used in today's Businesses and in different industries.

PROGRAM OBJECTIVES

Working in the highly competitive Market, with ever-increasing change and pressure, is probably one of the most challenging managerial roles of any Industry today. This program has been especially designed to help you transcend these challenges by training you to become equipped to see the bigger picture in all aspects of your role. It will help you build your management skills for the future and prepare you to fulfill your ambitions.

The program is an accelerated management program contains the most valuable parts of an MBA, as applied to different industries. It will provide you with practical management tools to apply in the workplace, as well as giving a real taste of an MBA course with practical case studies from AU and other world-class business schools.

COMPLETION OF THE PROGRAM

By the end of this program you will improve the following skills:

- Problem solving
- Strategic thinking
- Leadership
- Finance and Accounting Techniques
- Strategic Marketing
- Decision making, and prioritization
- Change management
- Implementing strategy
- Team working
- Project Management
- Cross-cultural communication
- Increased self confidence



Day One	Strategic Management
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Organization and the Environment of Business
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Strategy Formulation Implementation
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Innovation and Creativity
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Management Communication
4:30-4:45 pm	Coffee Break – Round Table Discussion
4:45-6:00 pm	Topic.5 Case Study “Setting Effective Business Strategies”



Day Two	Strategic Management
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Basic Accounting Concepts
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Balance Sheet
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Income Statement
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Cash Flow Statement
4:30-4:45 pm	Coffee Break – Round Table Discussion
4:45-6:00 pm	Topic.5 Case Study “Analyzing Financial Statements for Better Decision Making”



Day Three	Strategic Management
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Organizational Leadership
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Leadership vs. Management
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Effective Traits of Leaders
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Leadership Styles and Types
4:30-4:45 pm	Coffee Break – Round Table Discussion
4:45-6:00 pm	Topic.5 Guest Speaker – Fortune 500 Leader



Day Four	Strategic Management
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Value Proposition and Market Strategy
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Defining Market Targets
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Branding your Company
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Social Media and the New E-Marketing Techniques
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Case Study “Preparing complete Marketing plan for your Company”



Day Five	Strategic Management
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Financial Statement Analysis
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Budgeting
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Stock Market Analysis
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Optimal Capital Structure
4:30-4:45 pm	Coffee Break – Round Table Discussion
4:45-6:00 pm	Topic.5 Management Capstone “Group Interactive Comprehensive Simulation Case Study in Decision Making”



FACULTY

Name	Degree	University
Dr. Peter Alexander	MBA Ph.D.	California State University
Dr. Luz E Herrera	J.D. A.B.	Harvard Law School Stanford University
Dr. Samir Kamal	M.S. Ph.D.	Carnegie-Mellon University Michigan State University
Dr. Ehab Saad	MBA Ph.D. P.D.D. CMA/CFM	Ashford University Grenoble Ecole De Management Institute of Management Accountants
Dr. Fred Dalili	M.A Ed.D.	University of Akron
Dr. Hany S. Roufael	M.Sc. Ph.D.	University of Cantabria
Dr. Amer El-Ahraf	M.Sc. Ph.D.	University of California (UCLA)
Dr. Esther Conrad	M.Sc. Ph.D.	Stanford University University of California (UC Berkeley)
Dr. William Kent	M.Sc. Ph.D.	University of California (UC Santa Barbara)
Dr. Adel Michael	M.Sc. Ph.D.	University of Toronto
Dr. Ashraf Moustafa	MBA Ph.D.	Heidelberg University



PROGRAM TUITION- WHAT'S INCLUDED- LOCATION

The program Fees \$5,900 per Participant including:

- Course Material (Books and USBs)
- 40 hours interactive Lectures led by internationally recognized scholars
- World-Class Guest Speakers
- Daily Coffee Breaks and Lunch
- Global Executive MINIMBA Program Certificate
- One year free access to Library and Information Resources Network (LIRN)

Closing ceremony on the gorgeous San Francisco bay


- Two and a half hours Yacht Cruise
- Four-Course Seated Dinner
- Live Entertainment and Dancing
- Scenic San Francisco Bay Views including the Golden Gate Bridge and the Bay Bridge
- Completion ceremony professional portraits and Video

The Program will be held at Austin University Executive Global Leadership Center in San Francisco Area





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