



# ***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

### 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**  
03 – 04 March 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**  
10 – 11 March 2017

### Session 3: People Management

Human Resources & the Cultural Dimension.

**12 hours**  
17 – 18 March 2017

### Session 4: Accounting Basics & Financial Management

Accounting Basics & Financial Management & overall performance management.

**8 hours**  
31 March - 01 April 2017

### Session 5: Project Management & Business Processes

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

**12 hours**  
07 – 08 April 2017

### Session 6: Marketing

From traditional promotion techniques to internet based marketing.

**12 hours**  
21 – 22 April 2017

### Session 7: Management Skills

The basics – Time Management, Stress Management, Communication

**8 hours**  
13 May 2017

### Session 8: Leadership & Negotiation

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

**12 hours**  
19 – 20 May 2017

### Session 9: Linking it all together

Business Analysis Map.  
Introducing case study.

**8 hours**  
27 May 2017

### Paper

Case assessment paper.

**2.5 hours**  
08 June 2017

*Price: EUR 2,200 + VAT  
Registration deadline: February 24<sup>th</sup> 2017.*

***Special offer for SAM members:***  
***EUR 1,650 + VAT***  
*Members can transfer their right to one employee within their company*

***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.pwccademy.rs](http://www.pwccademy.rs)



**PwC's Academy**