

## ► Delivery Methods

The course will be delivered through:

- Interactive Online Learning
- Access course material in student portal – LMS Extra 24 hours Non-Stop
- Participant-centered Learning with Interactive Lecturing
- Sharing and Group Discussions
- Group and Individual Tasks
- Case Studies
- Business Simulation Game
- Group Project, Coaching, and Presentation

## ► Program Duration

- BINUS BUSINESS SCHOOL Executive Education – The Mini MBA course will be delivered in almost 3 months (6 Topics).
- **Class Period (Batch 14) : 4 October – 9 December 2023**
- Classes are conducted from **Tuesday, Wednesday, & Thursday 18.30 – 21.30 and Saturday Every two weeks**
- Group Coaching and Final Presentation will be conducted after all modules have been delivered
- Courses (classes & assignments) are delivered in Bahasa Indonesia but teaching materials are in English.

## ► Course Fee

Normal Price	After Early Bird Discount 15%*
Rp. 17.500.000	Rp. 14.875.000

Available Discount 10% \*T&C | Include: BINUS Mini MBA certificate.

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People  
Innovation  
Excellence



EXECUTIVE  
EDUCATION



# Mini MBA



Do you ever feel exhausted in keeping up with today's competitive environment, while still needing to juggle your daily routines?

Our Mini MBA Program prepares you to become a better executive who is ready to bring current strategies to a higher level and transforms you to become an effective and stress free professional – but in less time than a regular Masters program.

## ► Find Your Solution

### Building Your Fundamental Competencies

You will be exposed to competencies essential for business success:

- Comprehending business acumen
- Ensuring business sustainability
- Formulating winning strategies in digital era
- Leading the execution of strategy

These essential competencies have been translated into relevant courses.

### Opening New Horizons

Theories and models that guided decision making in the past no longer seem to provide leaders with all the answers.

The Mini MBA Program encourages you to think systematically, calling into traditional thought processes and exploring business challenges from a new point of horizon.

### People, Innovation, Excellence

The Mini MBA Program is committed to delivering excellence in learning by creating impactful classrooms which seek to deliver applied knowledge, create outstanding leaders and instill a drive for competitive advantage through innovation.

### Make an Impact

Once you return to work and begin applying what you have learned in the classroom, your impact on your business will be revealed.

## ► Benefits

- Compact class size with intensive learning methodologies
- Convenient city campus location in central Jakarta
- Facilitators with global and executive experience
- Reputable executive education provider
- Hands-on case studies, workshops, group coaching, and final projects
- Strong networking opportunities

## ► Course Description

No	TOPIC	SUB TOPIC
1	Financial Management	• Introduction to Financial Management
		• Understanding Financial Statements
		• Cost Structures
		• Financial Ratio Analysis
		• Capital Budgeting (Investments Decision Analysis)
		• Capital Budgeting (Investments Decision Analysis)
2	Marketing Management	• Marketing Concept and Trends
		• Segmentation and Targeting
		• Pricing Strategy
		• Integrated Marketing Communication
		• Digital Marketing
3	Operations and Project Execution	• Branding Strategy
		• Introduction: Operations Management
		• Lean vs Agile Methodology
		• Project Management Principles
4	Business Strategy and Sustainability	• Project Execution, Control and Closing
		• ESG and Business Sustainability Framework
		• Business Ethics
		• Vision and Strategy Direction
		• Formulate Goals and Objectives
		• Alignment and Targets
		• KPIs and Initiatives
		• Digital Transformation as an Enabler
5	Innovation and Entrepreneurship	• Risk Calculation
		• Fostering Entrepreneurship
		• Be a Design Thinker
		• Business Model Innovation
		• Doblin's Ten Types of Innovation
		• Design Project
6	Leadership and Change Management	• Prototyping & Presentation
		• Visionary Leadership
		• Leading in Change
		• People Strategy
		• Talent and Team Management
		• People Performance Management
		• Fostering High Performing Team
		• Business Negotiation & Selling Skills
7	Group Coaching (2x)	• Getting Buy in Others
8	Business Simulation Game	• Synthesis, Execute & Create Impact (1x hybrid session)
9	Final Presentation (hybrid session)	• Real case simulation with Business Simulation Game
		• Project Presentation and Get Feedback