

MBA Essentials for Rising and Emerging Leaders

Outline

The MBA Essentials for Rising and Emerging Leaders course has been designed to boost the business acumen of tomorrow's leaders.

By providing rising and emerging leaders with the most up-to-date MBA models, frameworks, tools and techniques in a form and context applicable to their work, the course will:

- Fill any gaps in their business knowledge and strengthen their commercial awareness.
- Give them more confidence, new ideas and a fresh perspective in understanding their business and its market.
- Enable them to analyse and anticipate changes within the business's competitive environment.
- Empower them get the best out of their own energies, skills and talents and those of their colleagues in a way that helps their business rise to new levels of competitive performance.

This is an accredited course and at the end of the course participants are awarded Strategy Consultant digital credentials from The University of the West of England and a Mini-MBA certificate from The MBA Academy.

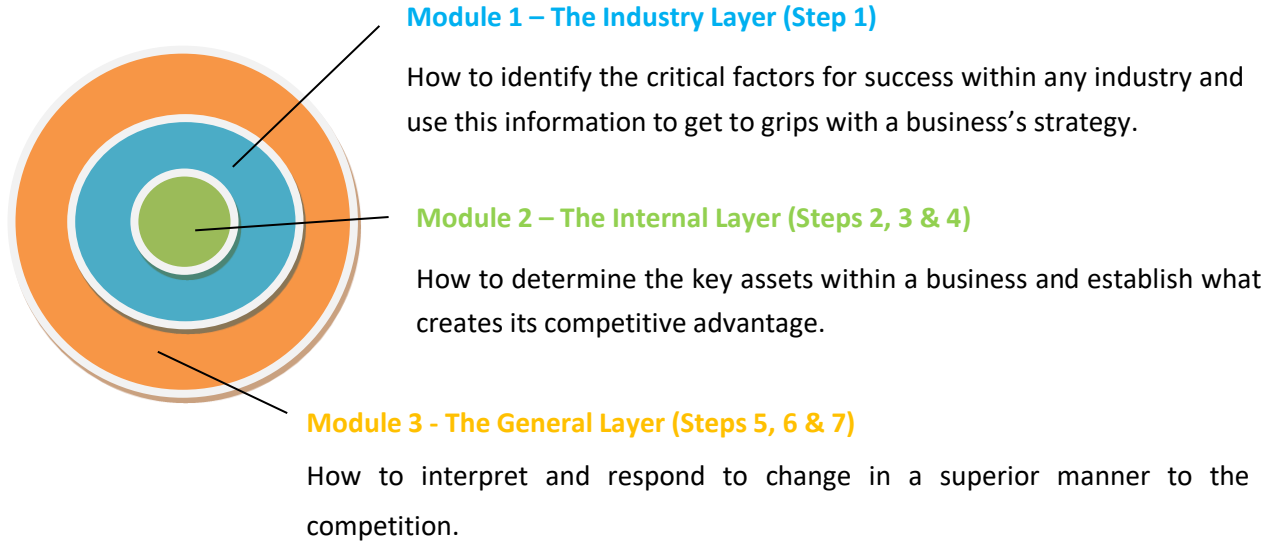
Objectives

On completing the course, participants will be able to:

1. Analyse their market, enabling them to home in on the key commercial issues faced by the business (**Step 1**).
2. Reveal the business's commercial priorities by drawing a Strategy Canvas (**Step 2**).
3. Determine the types of strategies that will be most effective for the business (**Step 3**).
4. Identify the Key Assets with the business by drawing a Key Asset Map (**Step 4**).
5. Interpret change within their market in relative terms. (**Step 5**).
6. Understand how to respond to change in a superior manner to the competition (**Step 6**).
7. Gain an appreciation of corporate strategy and how to pursue new opportunities (**Step 7**).

Course Structure

The course is broken down into the following 3 modules:



Delivery and Costs

The modules are delivered live over Zoom. They are fully interactive and at regular intervals participants work in online breakout groups in order to apply the concepts to some case studies.

Each of the modules lasts for 2 hours. We recommend a 1-week interval between each module as this helps to ensure the concepts become embedded in the participants day-to-day work. However, the modules can be structured around your own timeline. The modules can be delivered any time of day to accommodate multiple time zones. On completing the course, participants will receive access to a comprehensive set of online resources which can be branded with the name and logo of your business.

The total cost of the course is £4,250 (+VAT) for up to a maximum of 25 participants. This includes access to the online resources.

Speaker Bio (Rupert Vernalls)

Rupert is a former lawyer who headed up Osborne Clarke's commercial law practice in Silicon Valley. Rupert has also worked as in-house IP counsel for Vodafone and has been named in the Legal 500 as an experienced technology lawyer. Since completing his own MBA, Rupert has lectured at the US Department of Commerce, worked as a Designated Assistant for Course Planning with Harvard Business Online and as a Module Advisor on the Bath MBA. Rupert has collaborated with leading lawyers and eminent academics to develop this award-winning, Mini-MBA course.