

## **MBA Essentials for Rising and Emerging Leaders**

### **Outline**

The MBA Essentials for Rising and Emerging Leaders course has been designed to boost the commercial 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 organisation and its market.
- Enable them to analyse and anticipate changes within their organisation'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 organisation 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.

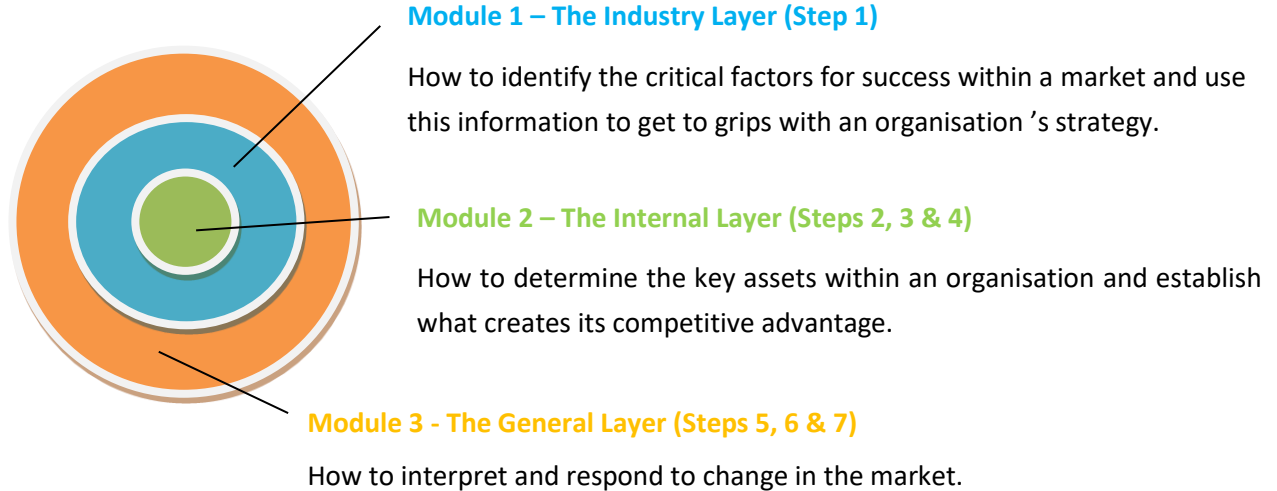
### **Objectives**

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 organisation (**Step 1**).
2. Reveal the organisation's commercial priorities by drawing a Strategy Canvas (**Step 2**).
3. Determine the types of strategies that will be most effective for the organisation (**Step 3**).
4. Identify the Key Assets with the organisation 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 (**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

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 and there is a 1-week interval between each module.

On completing the course, participants will receive access to a comprehensive set of online resources consisting of short videos, worksheets, guidance notes and reading lists.

## Speaker Bio (Rupert Vernalls)

The course will be delivered by Rupert Vernalls, the founder and CEO of The MBA Academy. 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. Prior to completing his own MBA, Rupert headed up Osborne Clarke's intellectual property law practice in Silicon Valley, California. Rupert has collaborated with leading academics to develop this award-winning, Mini-MBA course.