



Mini MBA for the Chemical Industry

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Get the key skills you need to move into a new commercial or management role in the Chemical Industry

Highlights

- Get the essential business finance skills you need for your role in the Chemical Industry.
- Focus on operational excellence as part of your strategy.
- Develop your leadership skills to drive the strategy forward.

Key Competences

- Strategic leadership
- Managing people
- Financial management
- Operational excellence
- Customer centricity & sales
- Procurement & logistics

The Right Programme for You

You have been working in the Chemical industry for 5+ years. You have an engineering, technical, scientific or specific role and are moving into a commercial or management position. This is the ideal programme for you.

Managers

New Managers



Learn, Practice and Use

- **Understand** how the different parts of the chemical business come together and what role you can play in the organization
- **Translate** the changes in the chemical industrial environment into more competitive strategies for sustainable growth
- **Develop** insights into how managers in the chemical industry can effectively lead people and align teams to implement the new strategy
- **Become** an active contributor in this change process for your own company
- **Gain** more insight in how to develop a sharper strategy definition
- **Understand** the importance of the financial aspects in your company
- **Develop** the best management methods and tools for your current and future career
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



5 days
€4,295

Live Online



12 x 3-hour sessions
€4,295

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

1

Global Mega Trends and Strategy Execution

- Evolution of the Chemical Industry and major global trends
- The new geopolitical repartition of chemical industry
- Mergers and acquisitions and control of industries by financial groups
- Growing sustainability concerns and lobbies influence
- Sustainability and Circular economy as new potential innovation drivers
- Creating the right mission, vision, strategy and business plans
- Building the “Strategy House”: the MCE Strategy Execution model
- Alignment of organizations to new strategy and business models
- Implementation of the strategy

2

Inspired Leadership, Marketing & Sales Excellence

- Management versus leadership
- The leadership action plan
- Leadership styles and you as a leader
- Leading multi-national and multi-cultural teams
- Leading Joint ventures, Alliances, Post-merger integration
- Change management: Leadership in a changing environment
- Organizational structures: Matrix, Business Unit, Divisions, Global, Regional, Local and combinations
- Understanding and meeting customer needs: Building the Customer Value Proposition
- Product market positioning
- Value-based pricing
- Managing Global key Accounts
- Managing Sales portfolio and the sales funnel
- Customer centricity: Alignment with Multi-Functional account teams

3

Operational Excellence and Compliance

- Operational excellence in chemical manufacturing
- Selecting and implementing the right KPIs
- Portfolio management and product mix optimization: Implications for commodity and specialty chemicals
- Strategic sourcing options
- Procurement and Logistics
- Implementing a high efficiency supply chain system to support your product/service mix
- Regulatory Compliance: Basic testing requirement, REACH, compliance with other chemical regulations

4

Financial Management and Control

- Accounting and finance
- Financial statements
- Analytical tools for financial performance: Selecting and implementing financial KPIs
- Investment and projects appraisals
- Costing and pricing methods
- Financial planning
- Budgets as management tool

5

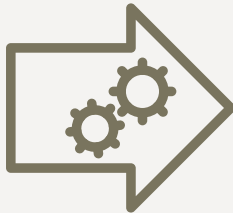
Financial Management and Case Study presentation

- Financial risk management and control: Market, customer credit, currency
- Regulatory requirements and compliance
- Presentation and discussing of the business case by the participants.
- Conclusion and recommendations by the Senior Associate



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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