

BESTSELLER

MCE Mini MBA

MCE Management Centre Europe®

www.mce.eu

★ BESTSELLER

MCE Mini MBA

Moving from Technical Expert to International Business Manager



Accredited by the Project Management Institute® (PMI). **mce.eu/pmi**

Ideal for

- Engineers, scientists, and technical experts leading teams
- First-time or mid-level managers in international roles
- Functional managers who want to improve business proficiency

New Managers

Managers

Learn, Practice and Use

- Learn how businesses operate across functions and value chains
- Develop your people management skills and build your leadership profile
- Use financial tools, business cases, and strategic thinking to influence decisions
- Focus on change management and how to navigate uncertainty
- Understand the value chain and your team's role in the organization
- Learn how to execute strategy and focus on the results.

Highlights

- 360° understanding of how business functions work together
- Practical tools for managing people, projects, and priorities
- Financial and commercial fluency for technical managers

Key Competences

- Business Fluency
- People Management
- Decision-Making
- Change & Alignment

Practical Information

FACE-TO-FACE

5 days

€3,995

LIVE ONLINE

12 × 3-hour sessions

€3,995

SCAN HERE

FULL OUTLINE, DATES & LOCATIONS →

AVAILABLE IN-COMPANY

This programme is available as an in-company solution for your teams. **mce.eu/inco**

Programme Modules

1 Managing People and Leadership

- Transition from expert to manager: what it means for you in your role
- Discover your leadership style in today's business world
- Build trust across cultures and remote teams
- Learn about leading organizational capabilities
- Explore different leadership styles and emotional intelligence (Goleman model)
- Build your awareness of DEI, hybrid, and cross-cultural team dynamics

2 Business Strategy & Innovation

- Analyze your market using inside-out and outside-in strategic tools
- Apply strategy models like BCG and McKinsey Matrix in your role
- Learn to evaluate trends and turn them into business opportunities and strategies
- Build value propositions through innovation and customer-centric thinking

3 Performance, Budgeting and Accounting

- Understand core financial principles: P&L, balance sheets, KPIs
- Learn budgeting, cost control, and performance analysis
- Use financial insights and data analytics to make decisions
- Build confidence in business conversations involving numbers and ratios

4 Commercial & Operational Excellence

- Understand how marketing, sales, and operations drive business value
- Learn about segmentation, targeting, and positioning fundamentals
- Explore how supply chains and customer value intersect
- Identify and optimize your team's contribution to the value chain

5 Navigating Change

- Learn frameworks for strategy execution and change management
- Understand different change management models and how to navigate transformation
- Practice stakeholder communication and change leadership situations

MCE is your reliable partner for continuous success with agile people development solutions.

10,000,000

participants on AMA & MCE programmes in the last 10 years

92%

of Fortune 1,000 companies are our business partners

96%

of participants report they are using what they have learnt at AMA & MCE

1,000+

expert facilitators globally

100+

Open Training Programmes running throughout EMEA

100+

year's experience working with our clients around the globe

AVAILABLE IN-COMPANY

Train your whole team together

This programme is also available as an in-company solution, adapted to your organisation and run for your teams.

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FOR MORE INFORMATION, PLEASE CONTACT

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