

Mini MBA for the Chemical Industry

MCE Management Centre Europe®

www.mce.eu

Mini MBA for the Chemical Industry

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



Ideal for

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

- New Managers
- 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

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

Practical Information

FACE-TO-FACE

5 days

€4,295

LIVE ONLINE

12 × 3-hour sessions

€4,295

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 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

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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MCE Management Centre Europe®

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