
10-Day Mini-MBA in Leadership and Management

26 – 30 April 2027
Casablanca





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Programme Summary

The 10-Day Mini-MBA in Leadership and Management expands conventional business administration topics into an extended two-week modular format structured for enterprise directors, divisional heads, and cross-functional decision-makers. Unlike brief five-day surveys, this extended modular structure provides the rigorous analytical depth, operational cross-functional fluency, and governance frameworks required to steward complex business units effectively. Over ten progressive modules, participants examine corporate strategy, balance-sheet interrogation, operational process architecture, and enterprise transformation dynamics. This immersive executive curriculum is delivered by Mars Training Centre UK.

The Business Case

Enterprises face significant friction when functional specialists transition into multi-disciplinary oversight without formal grounding in enterprise-wide administration. Siloed functional perspectives result in capital misallocation, stalled transformation initiatives, and disjointed operational priorities. Investing in an extended two-week modular format establishes common commercial vocabulary, aligns functional output with corporate balance sheets, and deepens cross-enterprise strategic alignment.

- **Strategic Alignment:** Integrates operational unit priorities directly with board-level commercial mandates.
- **Financial Governance:** Enhances capital discipline through structured evaluation of cash flows, margins, and investment appraisal metrics.
- **Transformation Resilience:** Reduces operational disruption during enterprise restructuring by adopting structured change management protocols.
- **Operational Velocity:** Eliminates inter-departmental bottlenecks by establishing cross-functional process transparency.

Intended Participants

- Divisional directors and general heads preparing for executive committee appointments.
- Functional specialists in engineering, technology, legal, or human resources assuming general administration duties.
- Operations directors tasked with enterprise-wide resource allocation, budgeting, and performance governance.
- Transformation sponsors and enterprise programme directors managing complex cross-functional changes.



Learning Outcomes

1. Participants will be able to construct competitive market strategies using established corporate positioning frameworks.
2. Participants will be able to interrogate financial statements, working capital cycles, and capital expenditure proposals.
3. Participants will be able to evaluate enterprise operating models to enhance cross-functional efficiency and quality governance.
4. Participants will be able to structure organisational transformation programmes using disciplined change roadmaps.
5. Participants will be able to design talent stewardship frameworks that foster high team productivity and succession readiness.
6. Participants will be able to evaluate digital transformation opportunities and mitigate enterprise operational risks.
7. Participants will be able to direct multi-party stakeholder negotiations and build governance coalitions across matrix structures.
8. Participants will be able to formulate integrated balanced scorecards to monitor strategic performance metrics.
9. Participants will be able to balance ethical governance, regulatory compliance protocols, and shareholder value creation.
10. Participants will be able to synthesize corporate strategy, finance, and operational design into an integrated executive capstone portfolio.

Programme Structure

Day 1: Corporate Strategy Formulation and Competitive Positioning

How do enterprise directors evaluate market structure and establish defensible competitive advantage?

- Industry structure diagnostics and competitive forces analysis
- Resource-based view and dynamic organisational capabilities
- Corporate diversification, portfolio matrices, and boundary definition
- Strategic scenario planning and macro-environmental scanning
- Translating enterprise vision into measurable operational initiatives

Day 2: Financial Statement Analysis and Capital Allocation

How do business directors interpret corporate accounts to direct capital allocation?

- Interrogating balance sheets, profit statements, and cash flow structures
- Working capital optimisation and operating cash conversion cycles
- Capital expenditure appraisal using discounted cash flow models
- Cost of capital assessment and corporate financing decisions
- Cost behaviour analysis and operational break-even modeling



Day 3: Operational Systems and Process Governance

How are operational capabilities scaled and governed across complex enterprise networks?

- Operating model architecture and value-stream mapping
- Process capability assessment and lean continuous improvement systems
- Capacity planning, bottleneck diagnostics, and throughput management
- Supply chain integration and operational resilience controls
- Service quality governance and process standardisation frameworks

Day 4: Organisational Culture and Enterprise Change Models

How do enterprise heads lead structural realignment and overcome organisational inertia?

- Diagnostic frameworks for corporate culture and institutional behaviour
- Kotter eight-stage and ADKAR change management methodologies
- Stakeholder mapping, coalition development, and influence strategies
- Managing resistance, communication architectures, and cultural realignment
- Sustaining operational continuity throughout major structural reorganisations

Day 5: High-Impact Talent Stewardship and Succession Systems

How do leaders construct high-performing teams and resilient talent succession pipelines?

- Workforce capability planning and critical talent identification
- Performance appraisal calibration and accountability architectures
- Coaching frameworks for developing high-potential operational heads
- Designing equitable incentive schemes and retention frameworks
- Building distributed leadership capacity and succession governance

Day 6: Digital Transformation and Technology Modernisation

How do modern organisations integrate digital capabilities into legacy operational architectures?

- Enterprise technology architectures and cloud operational paradigms
- Data governance, business analytics pipelines, and decision automation
- Evaluating enterprise artificial intelligence and automation use cases
- Cybersecurity governance and operational technology risk management
- Agile product management and cross-functional digital delivery

Day 7: Cross-Enterprise Risk, Governance, and Business Ethics

How do corporate stewards balance compliance, ethical responsibilities, and operational objectives?



- Enterprise risk management frameworks adhering to ISO 31000:2018
- Corporate governance codes, board responsibilities, and fiduciary duties
- Internal controls auditing and compliance monitoring systems
- Business ethics, corporate social responsibility, and stakeholder value
- Crisis communication governance and enterprise response coordination

Day 8: High-Stakes Negotiations and Coalition Architecture

How do cross-functional directors resolve commercial deadlocks and structure durable partnerships?

- Principled negotiation methodologies and mutual gains bargaining
- Identifying zone of possible agreement and best alternative options
- Multi-party negotiation dynamics and strategic coalition building
- Managing emotional dynamics and conflict de-escalation protocols
- Drafting commercially sound partnership agreements and governance terms

Day 9: Strategic Performance Metrics and Balanced Scorecards

How do organisations translate broad strategic goals into quantifiable performance dashboards?

- Designing balanced scorecards across financial and operational dimensions
- Cascading key performance indicators across divisions and functional units
- Variance analysis and root-cause diagnostic protocols
- Aligning performance reporting with executive governance cadences
- Data visualisation principles for executive-level performance reviews

Day 10: Enterprise Capstone and Integrated Action Architecture

How do participants synthesize strategic, financial, and operational insights into an actionable plan?

- Integration of strategy, financial appraisal, and operational planning
- Peer review and stress-testing of corporate turnaround proposals
- Presenting strategic business cases to mock governance committees
- Structuring 100-day post-programme implementation roadmaps
- Refining personal professional development and executive action priorities

Methodology

The curriculum utilizes an applied modular format combining faculty briefing, case investigation, financial modeling laboratories, and structured group simulations. Participants dissect multi-industry operational dilemmas, collaborate on cross-functional challenges, and test strategic decisions against simulated operational constraints.



- Suggested activity: Formulating a three-year financial forecast and capital rationing model for an expanding business unit.
- Suggested activity: Conducting a root-cause operational bottleneck analysis on an integrated service delivery workflow.
- Suggested activity: Presenting an enterprise transformation roadmap to an oversight board panel for diagnostic review.

Capstone Output

Participants author a comprehensive enterprise strategic portfolio incorporating a corporate positioning review, a capital allocation model, an operational improvement plan, and an implementation roadmap. This structured deliverable provides an immediately actionable blueprint for accelerating performance within the sponsoring organisation.

Frequently Asked Questions

How does the extended two-week modular format differ from standard management courses?

The extended two-week modular format dedicates ten focused days to cover both foundational and advanced business disciplines, ensuring participants master strategic, financial, and operational complexities that brief programmes cannot address.

Is extensive financial accounting knowledge required prior to attending?

No prior specialist accounting expertise is needed. The financial modules construct competencies progressively, beginning with fundamental financial statements and advancing to executive capital budgeting.

How does the syllabus address cross-functional collaboration?

Every module emphasizes the interconnected nature of modern business functions, illustrating how strategic decisions impact operational capacity, financial liquidity, and talent engagement across departmental lines.

Are the analytical templates transferable to sponsoring organisations?

All diagnostic scorecards, operational matrices, financial modeling templates, and change frameworks presented during the two weeks are fully adaptable for immediate operational application.