



# **Executive Mini MBA in Strategic Business Management & Global Competitiveness**

06 - 10 Jan 2025  
Madrid



**AGILE LEADERS**  
Training Center



# Executive Mini MBA in Strategic Business Management & Global Competitiveness

**Ref.:** 36356\_263409 **Date:** 06 - 10 Jan 2025 **Location:** Madrid **Fees:** 4800 **Euro**

## Course Overview:

The course is designed for ambitious professionals ready to lead in today's rapidly evolving global market. This program offers a unique blend of strategic leadership, competitive analysis, and executive decision-making, ensuring participants gain the skills needed to thrive in high-level business environments. With a strong focus on strategic planning, global competitiveness, and leadership development, participants will learn to shape, implement, and sustain winning strategies.

## Target Audience:

- CEOs, Directors, and Senior Executives
- Business Analysts
- Entrepreneurs
- HR Managers

## Targeted Organizational Departments:

- Strategic Planning and Corporate Strategy
- Business Development and Marketing
- Human Resources Leadership Programs
- Finance and Operations

## Targeted Industries:

- Technology
- Healthcare
- Finance
- Retail
- Manufacturing

## Course Offerings:

By the end of this course, participants will be able to:



- Conduct thorough strategic planning and competitor analysis
- Formulate, implement, and lead strategic initiatives for global growth
- Develop frameworks for corporate governance and organizational structure
- Foster strategic thinking and leadership skills for effective decision-making
- Apply international strategy and merger & acquisition principles in business growth

## Training Methodology:

This Executive Mini MBA combines case studies, group exercises, and peer discussions with hands-on scenario-based learning to ensure participants gain valuable insights into strategic planning and global competitiveness. Through interactive workshops and practical applications, participants are encouraged to engage directly with real-world business challenges.

## Course Toolbox:

- ebooks covering strategic management and global competitiveness
- Templates and checklists for business strategy and strategic planning
- Comprehensive case studies and exercises emphasizing strategic decision-making
- Online resources for international strategy and corporate governance

## Course Agenda:

### Day 1: Foundations of Strategic Business management

- **Topic 1:** Strategic Leadership & Competitiveness
- **Topic 2:** Navigating the Global Business Environment
- **Topic 3:** Core Competencies and Organizational Capabilities
- **Topic 4:** Corporate Governance and Executive Accountability
- **Topic 5:** Organizational Culture for Strategic Success
- **Topic 6:** Strategic Decision-Making Frameworks
- **Reflection & Review:** Review of key insights on global competitiveness

### Day 2: Strategic Formulation and Innovation

- **Topic 1:** Crafting Business-Level Strategies
- **Topic 2:** Managing Competitive Rivalry
- **Topic 3:** Corporate Strategy for Diversification
- **Topic 4:** Innovation as a Competitive Advantage
- **Topic 5:** Strategic Risk Management
- **Topic 6:** Resource Allocation and Prioritization
- **Reflection & Review:** Reflection on strategic business model innovation



### **Day 3: Expanding Global Reach**

- **Topic 1:** International Strategy Development
- **Topic 2:** Partnerships and Strategic Alliances
- **Topic 3:** Corporate Social Responsibility and Ethics
- **Topic 4:** Entering New Markets
- **Topic 5:** Building a Global Brand
- **Topic 6:** Cross-Cultural Leadership Skills
- **Reflection & Review:** Discussing challenges in global strategy execution

### **Day 4: Strategy Implementation and Organizational Alignment**

- **Topic 1:** Implementing Strategy through Organizational Structure
- **Topic 2:** Leadership for Strategic Change
- **Topic 3:** Aligning Structure with Strategy
- **Topic 4:** Measuring Success and Strategic KPIs
- **Topic 5:** Continuous Improvement in Strategy
- **Topic 6:** Managing Organizational Change
- **Reflection & Review:** Insights on aligning strategy with organizational goals

### **Day 5: Innovation, Entrepreneurship, and Sustainable Growth**

- **Topic 1:** Strategic Entrepreneurship
- **Topic 2:** Scaling and Sustaining Growth
- **Topic 3:** Financing Innovation
- **Topic 4:** Leadership Development for Sustainable Growth
- **Topic 5:** Strategic Management in Turbulent Times
- **Topic 6:** Future Trends in Strategic Leadership
- **Reflection & Review:** Reflection on sustainable competitive advantage

## **How This Course is Different from Other Strategic Leadership Courses:**

The course stands out with its executive-focused approach to strategic management and global competitiveness. Unlike traditional management programs, this course is action-oriented, combining case studies, interactive workshops, and real-world applications to provide a rich learning experience. Participants benefit from an expert-led curriculum that addresses global business trends, ethical leadership, and innovation, all while fostering strategic decision-making skills. The course doesn't just teach business strategy; it develops proactive leaders capable of navigating complex business landscapes and driving sustainable success.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
- Azerbaijan**  
Baku
- UAE**  
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