

THE CHAMBER'S MINI MBA

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THE ISLE OF WIGHT CHAMBER OF COMMERCE IS OFFERING YOU THE CHANCE TO STUDY FOR A MINI MBA QUALIFICATION. BECOME A MORE EFFECTIVE AND SKILLED PROFESSIONAL IN A MUCH REDUCED TIMEFRAME, WITH MODULES COVERING PEOPLE, PERFORMANCE, MARKETING, STRATEGY AND FINANCE.



This groundbreaking new Mini MBA course from the Isle of Wight Chamber of Commerce sets out to provide you with a comprehensive understanding of fundamental management skills, through accelerated learning and a structured curriculum led by practical insights blended with conceptual managerial frameworks.

Delivered by recognised experts in their field and supported by Island businesses like Liz Earle, Wight Fibre and IFPL, this Mini MBA allows you to take away an enviable skillset that could otherwise take years to develop and is supported throughout by mentor support, workbooks and approved reading material.

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MINI MBA

Who is the Mini MBA for?

This Mini MBA is ideal for anyone looking to progress their career and add value to their business. It also offers an excellent opportunity for those looking to decide if they wish to pursue a full MBA degree or other management award. The Mini MBA is also perfect for those new to business and those that may be moving from functional to general management, or stepping into a senior management or board level position.

The course is aimed at a broad profile of people. You might be simply developing qualifications, or new to business wanting to gain new skills and understanding. Some will use it for career development or to develop their value to an employer. It's also a chance to experience and try a structured MBA programme but without the time commitment and cost of a full MBA.

How does the Mini MBA differ from other business courses?

The Mini MBA covers the core knowledge and skills taught in many traditional MBA courses but in a much shorter space of time. The programme is flexible to fit in with your own busy schedule. Each course module will be held within the board and meeting rooms of leading Island based businesses, giving students a 'real-world' perspective and learning environment together with the opportunity to hear briefly from business leaders first hand on their business success.

What will I learn?

In addition to the four core modules covering people, performance, marketing, strategy and finance, optional 'enrichment modules' provide further opportunities to enhance understanding and skills across the important areas of Effective Customer Service, Stress Management, Presentation Skills, Motivation, and Time Management. These 'enrichment modules' also provide an opportunity for those wishing to evaluate the Mini MBA prior to fuller commitment.

How does the Mini MBA differ from other business courses?

Students will not only receive a Mini MBA Graduation Certificate from the Isle of Wight Chamber of Commerce but importantly an industry recognised CPD Certification. We are working closely with the CPD Standards Office in London to ensure that the Mini MBA course becomes a recognised and approved CPD Training Course, adding significant value and recognition to the course for students. CPD is an essential and recognised part in maintaining career development, professional qualifications, license to practice, memberships and reflects the high standard and value of this Mini MBA course.

What qualifications do I need to have to be able to undertake the course?

No formal qualifications are needed for the Mini MBA. The key attribute is the desire to learn and be a part, to gain value, knowledge and understanding and then work to apply this to their benefit and that of their business or employer.

How long will it take to complete the Mini MBA course?

Each of the four core modules will take a day to complete and a further day for your chosen enrichment module. Outside of this a little time should be allocated to preparation before each module and recommended reading to enhance your learning.

MANAGEMENT

- Managers' Roles & Responsibilities
- Business Values
- Collaboration and Strategic Influencing
- Emotional Intelligence
- Personal Management Style

FINANCE

- Accounting and the Law
- Finance terminology
- Finance skills for non-finance managers
- Managing and Presenting Budgets
- Interpreting reports and accounts

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THE MINI MBA COURSE MODULES

PEOPLE

- Motivation and Building an effective team
- Communication Skills
- People, Performance and Leadership
- Recruitment Strategies

BUSINESS DEVELOPMENT

- The Anatomy of Advertising
- Critical Thinking and Strategic Change
- Innovation in Business
- Business Planning and Preparation
- Mastering S.W.O.T. and other assessment tools
- Marketing in Action

ENRICHMENT MODULES

- Effective Customer Service
- Perfect Presentation
- Motivation, Confidence and Stress Management
- Time Management and Planning Skills

To complete the Chamber mini MBA students are required to complete the five core modules and one of the following enrichment modules, a total of 5 days. For each module additional preparation time may be required.

Course preparation and support

Prior to undertaking the Chamber MiniMBA students for each cohort will be invited to attend an induction session at the Isle of Wight Chamber of Commerce at which they will have the opportunity to meet their fellow students, course leaders and key members of the Chamber of Commerce. Prior to each module being undertaken lecturers will advise students of any preparation they may need to consider before attending any module. For example, the reading of material and articles or the requirement to bring examples from their own business or sector with them. As you would expect our academic support provides a personal and practical approach to supporting students at all stages of the miniMBA programme, through individual contact with lecturers using email, phone, skype, appointments and online resources.

Certification

Students completing the miniMBA will receive a Chamber Certificate of Completion in addition to valuable CPD Certificates covering all modules undertaken within this. Providing valuable independent assessment and qualification from the Chamber miniMBA.

How do the sessions work and what is the price of the miniMBA?

The Mini MBA will be run over five full days, spread over a time period of up to six months.

The programme is designed to work around you and your business.

Each module costs £105 for Chamber Members, with total investment of £525 +VAT. For non Chamber members it is £135 per module, totalling £675 +VAT.

Enrichment modules - going further

Students are required to undertake one enrichment module although additional modules can be undertaken to further enhance their skills and learning. Enrichment modules can also be undertaken outside of the Chamber miniMBA programme, giving an opportunity to gain additional skills without the commitment to join the fuller programme. You can also start with an enrichment module as a way to evaluate the course prior to commitment. If you undertake an enrichment module and subsequently join the full course programme, the enrichment module will be counted towards the full award.

Course Director Dale Howarth comments *"The Mini MBA blends academic knowledge and practical insights into a broader understanding and exposure to the business world. Going beyond the business basics, it works to furnish students with the skills to improve decision making and performance within their company and professional career.*

Few people can afford the time or the money for a full-time MBA course. But this does not mean that they can't gain and use the key principles of an MBA in their everyday business life. We have created this to help managers to grapple with the very latest challenges facing business today and as a great alternative for those who may not have time to attend a full-time MBA programme or other management award."



Find out more - see the course schedule on-line at iwchamber.co.uk/business-support/mini-mba