



INTERMARC  
TRAINING CENTRE



University of  
Salford  
MANCHESTER

SPD

SALFORD PROFESSIONAL  
DEVELOPMENT

# MINI MBA IN BUSINESS LEADERSHIP



## Programme Overview

Mini MBA is an ideal option for executives who are seeking to improve their knowledge across a wide range of advanced skill set. It offers delegates a challenging and rewarding experience that will equip them with the knowledge required to succeed in a rapidly changing business environment.

Designed by blending academic principles and practical insights to provide a deep insight into the professional environment.

### Mini MBA has two main themes:

Managing the Competitive Environment – Analysing the major areas of business external to organisations and to develop an understanding of how such aspects can influence senior management strategic decision.

Managing the Organisational Resource – Understand the major areas of business which underpin the internal configuration and management of organisations.

# Programme Structure

Day

1

## An Introduction to Leadership and Development

Work on your key competencies, building self-awareness, leading others and the organisation through change. This also includes self-profiling, daily reflection and feedback from facilitators and peers to develop emotional intelligence.

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Day

2

## Delivering Customer Value - The Operations Perspective

Managing complex operations and project management functions to integrate key functions such as marketing, sales, research and development to prioritise customer satisfaction.

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Day

3

## Developing Marketing Strategy

Analyse company's competitive edge to develop a marketing strategy involving digital channels – with a focus on People, Product, Price, Place and Promotion.

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Day

4

## Financial Management

Understand Company's finance structure to analyse cash flow, financial reports and profit & loss.

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Day

5

## Organisational Strategy

Build a strategy for the wider organisation to bring divisions together.

## Benefits

Achieve a better understanding of people, products and business giving you an unparalleled view of your organisation's strength and future growth opportunities.

Build a solid platform to make sound technical, financial and management decisions.

Become fully equipped to take on new challenges and progress within your organisation.

Gain a clear picture of the business world and its future direction, with forecasts, timelines and analysis from the experts.

Learn best practice leadership techniques and industry applications.

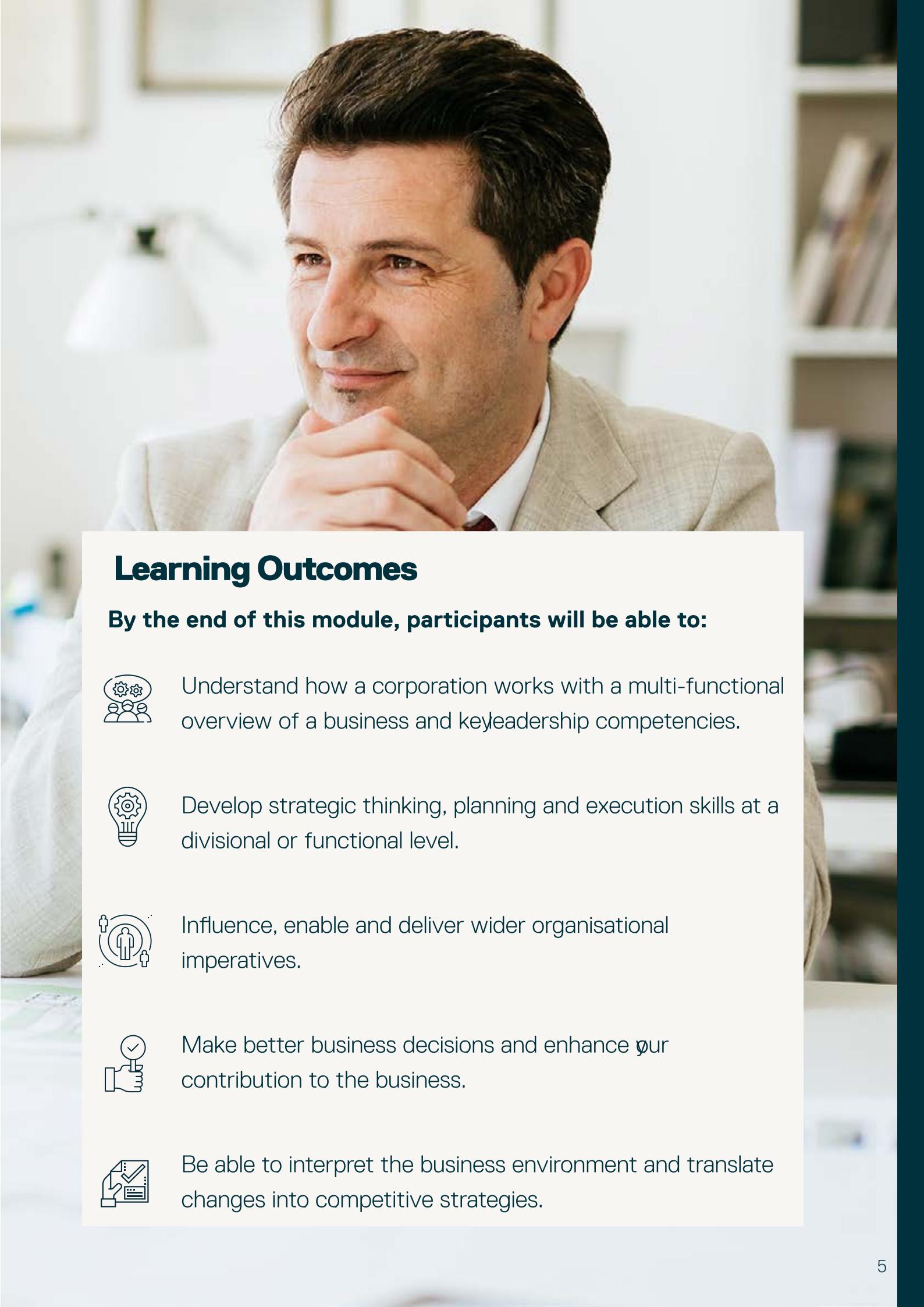
Gain exposure to best practices and benchmarks beyond your industry.

Sharpen your ability to make decisions in a complex business environment.

Go from ideas to action with practical exercises and group project.

Take away effective tools and processes for immediate impact on the job.





## Learning Outcomes

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



Understand how a corporation works with a multi-functional overview of a business and key leadership competencies.



Develop strategic thinking, planning and execution skills at a divisional or functional level.



Influence, enable and deliver wider organisational imperatives.



Make better business decisions and enhance your contribution to the business.



Be able to interpret the business environment and translate changes into competitive strategies.

# Programme Faculty



## TUTOR PROFILE

### **Anne McCarthy**

Anne is a successful leader of change and is a passionate believer in setting people up to succeed. In her Royal Mail Career Anne has worked with the CEO and her team to deliver transformational change.

This included:

- ◆ Designing and leading the people strategy to underpin Delivery Transformation focused on organisation design, learning and engagement touching 100,00 people.
- ◆ Leading Organisation Design for the HR Function.
- ◆ Changing the way Learning and Development was practiced in the organisation.
- ◆ Designing and implementing a talent review for the top 200 operations leaders.
- ◆ Leading a £360m negotiation to reform operations in London.

Anne brings good energy to her work. She is renowned for understanding the business proposition first and applying HR practice to it. She stays up to date with current thinking and her trademark is to translate even the most complex change into simple communication which people can relate to.

A non-exec director, interim HR Director and Princes Trust mentor, Anne is now sharing her expertise across a broad range of business and not for profit organisations.

# Programme Faculty



## TUTOR PROFILE

### **Joanne Clare**

Jo Clare is a Leadership Development Consultant and Executive Coach, specialised in supporting organisations, teams and individuals to lead in times of transformation and change. A Fellow of the Chartered Institute of Personnel and Development and an accredited Executive Coach (ILM L7 Diploma), Jo has over 20 years experience in senior and strategic Organisational Development, Change Management and HR engagements, within a complex and highly regulated multi-national organisation that was embedding significant digital transformation.

Recent consultancy work has focused on developing authentic, strengths-based leadership approaches to support delivering change and transformation through culture and engagement within the University sector, Aviation and Tourism sector, the NHS and the Motor industry.

Jo is passionate about developing people and teams to identify, implement and deliver transformational change effectively. She champions engaging people to make a positive difference to organisational culture through aligned people, business and digital strategies.

# Programme Faculty



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# Programme Faculty



## TUTOR PROFILE

### **Janet Grant**

Janet qualified as a Chartered Accountant with Ernst and Young and has over 20 years of experience in senior management and finance director roles for recognised retailers such as WH Smiths and Littlewoods. She then followed her passion for developing people by becoming a leadership development trainer and resilience coach, working with a wide range of companies including the NHS, BAE Systems, marketing agencies and housing associations.

Janet supports not-for-profit organisations and currently acts as a Governor for the Trafford College Group, a Trustee and Treasurer for Home-Start Trafford, Salford and Wigan plus a business mentor with the Manchester Business Growth Hub.

Janet is a member of the Institute of Chartered Accountants (ICAEW), the Association of Coaching (AOC) and the Institute of Leadership and Management (ILM). She is also an accredited practitioner for the Thrive RQi resilience programme plus trained in the Drake P3 behavioural profiling system.

# Programme Faculty



## TUTOR PROFILE

### **John Palfreyman**

John combines part-time Non-Executive Director positions with supervisory and guest lecturing activities with the University of Leeds Business School. Johns full-time career with IBM - which concluded mid-2017 - was a mixture of leveraging digital technologies into government and public sector organisations around the world with the commercial exploitation of emerging technologies for business benefit, across all industries and geographies.

Before IBM, John enjoyed several business leadership roles in professional information technology services in the UK and Germany. Johns current interests include the application of blockchain technologies for business benefit, strategic agility, digital transformation and the cultural enablers of organisational transformation. John is passionate about the appropriate application of technology to drive long-term competitive advantage in the context of a long-term strategic plan.

# Programme Faculty



## TUTOR PROFILE

### **Martin Corlett-Moss**

Martin has worked in the marketing industry for 31 years. For the first part of his career, he worked client-side for various major motor manufacturers and for the last 20 years has worked agency-side for a broad range of large and small clients.

As both Marketing Director and Managing Director, he has worked with clients at every level to implement marketing strategies and develop tactical campaigns across companies as diverse as Lloyds TSB, Mercedes, Scania and Harper Collins. Over the last 8 years he has worked with companies throughout a wide range of industry sectors, from start-up entrepreneurs, to larger, well-established brands.

He delivers training, coaching, and consultancy on every element of marketing, and has trained hundreds of companies in how to develop their marketing: what to do, what not to do, and how it all fits together.

He is a combination of strategist, planner, and tactical marketeer with a wealth of real experience working as, and with, marketing directors, owner-drivers, CEOs and teams.

# Programme Faculty



## TUTOR PROFILE

### **Andrew Carroll**

Andrew is focused on strategy and leadership with an emphasis on accelerating change. He was educated at Oxford and London universities.

He has over 20 years of experience as an Independent Director and Consultant, working as a coach and facilitator with boards and senior leadership teams.

He was previously Consulting Manager at Mercuri Urval, Associate at Henley Management College and HR Director at General Accident (FTSE100 Insurer) with responsibility for strategic development and the senior leadership team. As a Chartered Director & Fellow of the Institute of Directors, he also served as a Non-Executive Director for businesses in the retail, fintech, insurance and manufacturing sectors.

# Programme Faculty



## TUTOR PROFILE

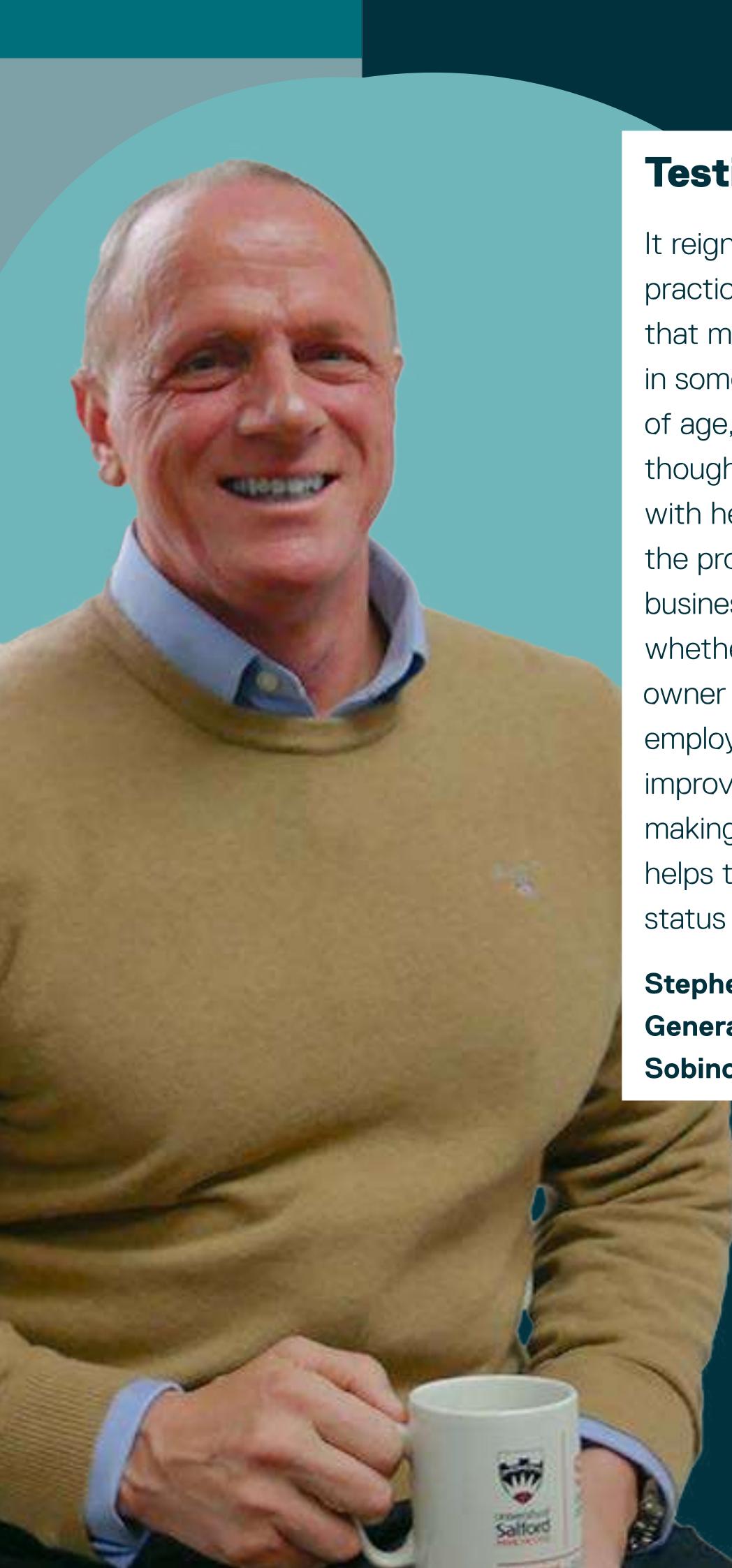
### **Mark Dyble**

Mark brings over 25 years of practical commercial general management experience to his role as a business coach, having immersed himself in diverse positions within the corporate world both in the UK and overseas.

Marks professional journey spans a rich variety of roles, from coal face supervisor to marketing controller, financial analyst, head of supply chain, management consultant, and managing director. This multifaceted background equips him with the versatility to navigate the complexities of the boardroom, the coal face, and everywhere in between.

As a seasoned business coach, Marks mission is to collaborate with the management teams of burgeoning businesses, guiding them towards growth while unlocking their latent leadership and management potential.

Mark earned his MBA from The Manchester Business School, where he now serves as a part-time external project supervisor. His commitment to fostering business growth extends beyond coaching, as he also serves as a business mentor for The Business Growth Hub.

A close-up portrait of a smiling man with short, light-colored hair. He is wearing a light blue collared shirt under a tan cardigan. He is holding a white mug with a logo that includes a shield and the word "Salford".

## Testimonial

It reignites learning practices/knowledge that may not have used in some time, regardless of age, it challenges your thought processes along with helping understand the processes of the business you work within, whether you are an owner driver or an employee. In turn, this improves your decision making processes and helps to challenge the status quo!

**Stephen Hutchinson,  
General Manager,  
Sabinco**



# CMI Level 7 Certificate in Strategic Management and Leadership Practice

*This qualification has been designed for individuals wishing to develop strategic management and leadership practice who will have the knowledge, skills and behaviours required to drive business activities in a senior, specialist, director or CEO level management and leadership role.*



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## Accreditation

*On successful completion of the taught classroom days, participants are provided the opportunity to obtain a masters level vocational qualification in Strategic management and leadership accredited by the Chartered Management Institute (CMI).*

*The Level 7 Certificate is an internationally recognised qualification and can provide students with up to 19 credits at Level 7. This certificate can support the pathway for entry on to a master's level degree as it demonstrates that participants can operate at a level 7.*



2 Assignments, one mandatory and one other module that fits best with your role and development from the optional units.



Total Qualification time is 200 hours, including the guided learning hours achieved during the classroom days (36 hours)



Average completion time of 6-9 months



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