

Mini-Exec MBA



Royal Academy
of Engineering



Northumbria
University
NEWCASTLE

Overview

This bespoke course should equip individuals with advanced tools needed to be effective in their roles in an ever changing business environment. This development programme is integrated with the realities of their workplace, with real-time experience to improve their relationships with their team. The participants will have space and time to learn best practice from their peers and a safe space to practice tools, techniques and strategies to use in the day job. This programme will enable individuals with the tools to think more strategically in their role.

100% of participants have enjoyed taking part in this course and would recommend it to a colleague.

A participant said the course was unique in how it demonstrated: “Collaboration, and getting businesses to work together in such a large County. We don't often interact as much as we should and the future of business and employability, and a sustainable workforce depends on us with everything that's changing in society and our individual organisations. The opportunity this course gave us to grow and sustain healthy employment for the future is amazing.”

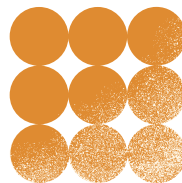
Objectives and Goals

The following 3 objectives can be achieved by attending this programme.



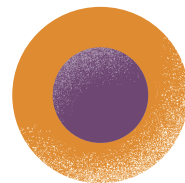
Goal # 1

Develop leadership
skills that will help you
in the future!



Goal # 2

Understand more about
business on a strategic
level!



Goal # 3

Connect with talented
people that share a
passion for place!

Target Audience

This course is either for individuals that have been recently promoted into senior leadership roles or seeking such promotions within the next 12 months. With a leadership, diversity and inclusion focus, this development programme will equip senior leaders to tackle 21st Century business problems and ensure business growth.

Modules

Below is a brief outline of what will be covered over the 5 mandatory sessions. Pre-session work will be uploaded onto the University's intranet system that all participants will enrol and have access to. There will be a celebration event within 6 months of the participants graduating.

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| Responsible leadership #1 Human Resource management, managing teams, sustainable leadership, meaningful work, reward & recognition. | Customer insights #4 Marketing benefits, customer segmentation, ethical marketing, competitor analysis. |
| Understanding Finance #2 Finance literacy, value creation, responsible finance models, governance & integrated reporting. | Strategy and change management #5 Introduction to strategy, business model design, change management and horizon scanning. |
| Understanding data #3 Business analytics, impact measurement, data analytics for sustainability, data for decision making. | Celebration #6 Networking celebration event and certificate presentation. |

Testimonials/career benefits

What have previous participants said...

My main takeaway has been...

- Seeing how other industries in the North East operate and learning about what they do and how they tackle the same problems we/I have
- Seeing how other businesses work in detail thanks to site tours and hearing from their leaders encouraging our passion for Northumberland

- Learning what is out there, all the businesses in Northumberland and learning what is being done in the North East

This is what I have learned and already started embedding into my role...

- How to better communicate with my team and be a better leader
- I have taken a new approach with a more people centric mindset which makes me a better leader and have more confidence in my role
- I have learnt our leadership model is good and I have benefited from understanding more about businesses strategy