

Sep 2018

IME MINI MBA SYLLABUS OUTLINE

1. BUSINESS INTRODUCTION COURSE TOTAL 160 HOURS

The IME Mini MBA is a 5 months' business course program, covering a total of 7 different business modules.

2. REQUIREMENTS

Following the course program – after all modules – students must write and send in an assignment. This is compulsory. The assignment is a 2000-word document where the students must demonstrate the understanding and use of selected/relevant text, theories and models from the course program.

3. SYLLABUS CONTENT 130 HOURS

Topic 1 - Business Strategy	20 hours
Topic 2 - Human Resource & People Management	20 hours
Topic 3 - Design Your Career (Personal Strategy & Leadership)	20 hours
Topic 4 – Process Management & Lean	20 hours
Topic 5 – Change Management	20 hours
Topic 6 – Marketing & Social Media	20 hours
Topic 7 – Finance & Accounting	10 hours

4. ASSIGNMENT 30 HOURS

The assignment is an individual piece of work involving the formulation of a business challenge or a business opportunity followed by an analysis, strategy and implementation plan. Students must pass the assignment to be awarded the IME Mini MBA certificate.