

# IME MINI MBA

The Executive Certificate in Business Management

**IME**  
INTERNATIONAL  
MANAGEMENT  
EDUCATION



MINI MBA ALUMNI

## **Tamás Balogh**

Managing Director at H1 Systems Engineering Services Pte. Ltd. & Mini MBA Alumni

“The Mini MBA really changed me. I believe I am a better leader and a better businessman today. I enrolled in the program while in the process of moving to Singapore with my family and starting up a new business. Throughout the course I was able to reflect upon my career and build up on my existing business knowledge and skills. I was really able to apply the knowledge from the course immediately in my every day work situation. During each of the modules I wrote down some of the key learnings, thoughts and new techniques. Very often I was then able to start using it in practice at my work basically the day after. I love the personal development focus of the course via “Design Your Career” module. I gained a deeper understanding of who I am and who and where I want to be in the future. “

The IME Mini MBA Executive Program follows the seven modules of the classic MBA-program. With one to two Saturday-workshops per month during the six-months period, the program is easy to fit in your busy life. The program focuses on developing your key management skills and helps you formulate your personal strategy and career plan. It is where the Asian business and culture meet the Nordic management style.

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## Is Mini MBA for you?

The IME Mini MBA is for professionals who seek greater insight into their business. With one to two Saturday - workshops per month during the six-months period, the program is easy to fit in your busy week-schedule.

The program is perfect for:

- **Business Owners / Entrepreneurs** who need reinforcement of their core business knowledge and administration skills for daily running of their business.
- **Senior / Middle Managers** who have been promoted successfully throughout the years in specialized roles that only cover the areas of their expertise (such as Engineering, Retail, F&B, etc.) and want to gain a wider understanding of the various business areas and how they come together as a whole.
- **Executives** aspiring for a more senior position and therefore need to increase their leadership capability and acquire the general managerial skills to stand out from the crowd.

## Learning by doing is what we believe in

The program is unique combination of the core business areas such as Strategy, Marketing, Finance and the continuous focus on leadership and personal development through Design Your Career module. The IME Mini MBA bases instruction on real-life dilemmas and business choices. Learning by doing is what we believe in. The program gives you a better insight in organizational structure, operations and business environment that influences an organization's operating situation.

# The value of IME Mini MBA

## What do you gain?

- You will grow your business confidence.
- You will gain knowledge and managerial skills that can be immediately applied to your work, your organization and your career in general.
- You will increase your ability to think “out-of-the-box” and develop a holistic approach toward your organization.
- You will increase your self-awareness.
- You will increase your capability to analyse and act upon internal and external opportunities and challenges.
- You will become a part of inspiring and diverse professional network.

## What does your organization gain?

- A confident employee with upgraded business knowledge and proficient managerial skills.
- A proactive employee with enhanced strategic and problem-solving skills.
- A dedicated employee with a greater insight into the organizational operations.
- An increased possibility to attract the right profiles when recruiting, due to your reputation as an organization that cares about employees and both their business and personal development.



# Enhance Your Business Understanding

The IME Mini MBA introduces you to the core areas of organization and trains you in practical use of selected key models and theories. The program provides you with strategic insight and a better business understanding. It will broaden your perspectives, develop your strategic understanding and personal insight.

There is a strong focus on customizing the program so it matches your current work experiences. Each module consists of pre-class readings, exercises, case studies, individual assignments and interactive class sessions, which will help you bridge the gap between your current position and the overall business environment of your organization.

## **Stine Martinussen**

*Regional Manager Maritime at WRS - Worldwide Recruitment Solutions & Mini MBA Alumni*

*“I would love to have more focus on strategy and decision making processes of the company. Therefore, it is very important that I keep investing in myself and my skills to stay relevant and also to be ready when the time comes for taking on the director role. That and to be sharper on the leadership front in general are one of the main reasons why I enrolled in the IME Mini MBA in Singapore.”*



# Key Management Tools

You learn about the key management tools that will top-up your managerial skills, upgrade your business knowledge, grow your business confidence and help you in the decision-making processes at work.

The practical part of the program is focused on enhancing your analytical skills to better understand and deal with the challenges at your workplace. The IME Mini MBA utilizes course content that can easily be applied to your everyday work situation.



## Jesper Soerensen

Sales Manager at KPI Bridge Oil & Mini MBA Alumni

“With many years in the same company and only being offered internal courses I’ve chosen to join the IME Mini MBA program because I felt it was the time to get some theoretical knowledge to back up my practical knowledge which I’ve gain throughout the years. The program is very interesting and it as well fits my work schedule and personal life. Having two children and family life, work and exercise I do not have time to go for the evening classes a few times a week. A Mini MBA class once every two to three weeks is easier to fit in my everyday.”

# Focus on Personal Leadership and Development

At IME we believe that desire to develop yourself as an individual is important. **The Design Your Career module** has a special focus on personal leadership and development components, which are well incorporated in all modules of the IME Mini MBA program.

In the constantly changing business environment, increasing your self-awareness helps you to enhance your managerial strengths and develop your management skills. All competences and insights that enable you to adapt to changes and challenges in all aspects of life.

## Agata Mathiasen

Lecturer at IME Mini MBA, Coach, Intercultural Facilitator, Leadership & Organizational Development Consultant and Psychologist

*"DESIGN YOUR CAREER (DYC) is a unique five-module workshop as a part of the IME Mini MBA program. It provides hands-on experience to help participants design their career by building a career path that is compatible with their personality type, skills, interests, values and passion. Participants will participate in a variety of career exploration and career construction activities, and develop an action plan that will assist them in pursuing and enriching their chosen careers."*





# Strong professional network

The IME Mini MBA enhances your personal and professional network. Working in small and dynamic groups creates a perfect environment for sharing the knowledge and sparring – both with your peers and dedicated lecturers from a wide range of industries and organizations. You will become a part of the inspiring and diverse professional network.

## **Solonia Teodros**

Co-Founder of the Change School, Award-winning Entrepreneur, TEDx Speaker, Learning Designer & Mini MBA Alumni

*“ I got excited about the IME Mini MBA program and therefore joined one of the IME evening workshops – it was on Innovation. I was impressed about the teaching and facilitation and excited by the people I shared the room with. I strongly believe that we also know what we don't know - so growing my business confidence and meeting new people was the main reasons to join the program - and the fact that the program is “Mini” means that it is much easier to fit in my everyday schedule that a full MBA would be. ”*

## MINI MBA ALUMNI

### **Sean Koh**

Technical Sales Manager at Irdeto (Bachelor of Engineering - Computer Systems)

“I wanted a new direction in my career that would allow me to look into the commercial aspects of the business rather than being entrenched in a technical path. The business knowledge I’ve gained in the Mini MBA course helps me to understand on a broader scale how organizations are put together and the roles each department plays. I’ve learned how my organization and (more importantly) my customers’ organizations function. I made my final Mini MBA assignment relevant to what I was doing at work. It helped me to map out what I should do next and tackle better my everyday work. I would recommend the course to technical profiles who are still in an early stage of their career. There are many things that I’ve learned from the course that I wish I knew 10 years ago. “



# The IME Experts

The IME lecturers are the experts from a wide range of industries and organisations, with many years of work experience. They will help

you develop your key leadership skills and provide you with the powerful tools and decision making techniques for your career.



## Design Your Career Module

Agata Mathiasen, Coach, Intercultural Facilitator, Leadership & Organizational Development Consultant, Psychologist

[LinkedIn](#)



## Process Management & Lean

Jesper Svenningsen, Country Manager at Tema Design

[LinkedIn](#)



## Human Resource

Andrew Jones, Executive Coach at Accadence, Entrepreneur & Mentor

[LinkedIn](#)



## Marketing & Social Media

Nick Fawbert, Managing Director Asia, Brand New Media

[LinkedIn](#)



## Finance & Accounting

Bryan O'Loughlan, Director at Telok Partners Pte Ltd

[LinkedIn](#)



## Strategy

Daryl Dunbar, Partner at AGI.LI, Strategy & Innovation Expert

[LinkedIn](#)



## Change Management

Michael Nielsen, Regional Manager (India/ASEAN) at Caterpillar Inc.

[LinkedIn](#)



## Program Director

Asger Daugbjerg, VP APAC, IME Singapore, MBA from Henley Business School

[LinkedIn](#)

## References

Here are some examples of the companies and institutions, who's employees completed the IME Mini MBA:

- LEGO
- Danfoss
- Siemens
- ARLA
- KMD
- Pandora
- Novo Nordisk
- Danish Defense Intelligence Service
- Biogen
- Georg Jensen
- ALD Automotive
- Volkswagen
- Faststream Singapore
- Harman International
- Ostergaard & Co. Pte Ltd

# 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 - Finance and Accounting                              | 20 hours |
| Topic 4 – Process Management & Lean                           | 20 hours |
| Topic 5 – Change Management                                   | 20 hours |
| Topic 6 – Marketing & Social Media                            | 20 hours |
| Topic 7 – Design your Career (Personal Strategy & Leadership) | 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.

## PRACTICAL INFO

### Classes

In English

### Time spent

25 hours per month for preparations, assignments and workshops

### Duration

5-6 months (6 workshop-days in total / one to two workshop days per month / all workshops on Saturdays)

### Participants

Max. 35 peers per class

### Final assignment

Written assignment containing a challenge directly related to your organization

### Course start

March & September each year

**Price:** 7,500.00 SGD excl. GST



# Study process & Certification

## The module structure

| PRE-CLASS                                      | CLASSES   | POST-CLASS                                     | FINAL EXAM         |
|--|---|--|--------------------|
| Preparation<br>Reading<br>Exercises<br>Insight | Theory, cases, discussion, and monitoring of your personal development through the module<br>Leadership & Personal Strategy | Reading<br>Insight<br>Exercises<br>Assignments | Written assignment |

## CERTIFICATION

The conclusion of the program is a **written assignment**, a challenge directly related to your organization and linked to the knowledge you have gained during the program. Upon completion, you will receive a grade assessing your performance and an **IME Mini MBA Certificate**.

The Mini MBA course fee of 7,500.00 SGD includes all modules, books, lunch & coffee breaks. No VAT applies for our Mini MBA course in Singapore. All Mini MBA classes are held at Hilton Singapore, 581 Orchard Rd, Singapore 238883.

# The Team

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# About IME

The Foundation for International Management Education (IME) is a non-profit organization based in Copenhagen, Denmark. Since its establishment in 1994, IME has been developing high quality executive-education programmes such as: The Henley Executive MBA in Denmark, and courses such as the IME Mini MBA, Certification in Leading Online Collaboration and other executive courses.

# IME

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