

MINI MBA

Doing Business Transformation & Innovation in Digital Economy



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Creating
digital
future for
20 years



MINI MBA

Program duration

6 months

Acquired certificate

Mini MBA certificate

Total hours of training

100 contact study hours + group mentoring + individual mentoring

Program summary

This Mini MBA program is specifically designed for the needs of company employees in managerial roles or with known potential to grow into such roles.

Through carefully selected program modules, the program will encompass main topics covered within two-year e-Leadership MBA program, but in condensed form, with strong emphases on currently most rewarded skills and insights in modern business:

- » Leadership
- » Digital transformation and rethinking business models / approaches in digital era
- » Innovation and creativity
- » Creating new customer value within products and services

Mode of delivery

Mode of delivery is a combination of lectures (conceptual framework), hands on tasks (case studies and/or application of useful frameworks and methods on business problems) and independent work of students (study of literature, personal and group assignments).

Additional value for companies included within the program

- In company use of case templates, scenarios and data sets provided within the program,
- Support by Algebra LAB – research centre for real business cases that could be solved using digital technology.

Faculty

The program is delivered by professors and associates of the Algebra University College (Croatia) and Kelley School of Business (US). The list of potential lecturers is available at the web pages of the Algebra e-Leadership MBA program.

Language

The program is delivered in Croatian and English languages.

The modules taught by lecturers from the U.S. as a rule imply that the language used in contents delivery, teaching materials and correspondence with the students will be English.

STUDY PROGRAM		Number of contact hours
Day 1		
Session 1	Topic 1 - Digital transformation (Katarina Šiber Makar, PhD & Senad Kulenović)	6
	Project Teamwork: What it takes to make it successful in evolving business landscape	4
Day 2		
	Topic 2 - Shared economy and tech supported business models (Blockchain, Smart contracts, BI and data visualization) (prof. Leo Mršić, PhD)	6
	Project Teamwork: Capturing value in new economy	4
Day 3		
Session 2	Topic 3 - Optimizing business and finding new growth opportunities within (prof. Rhonda Lummus, PhD)	6
	Project Teamwork: Use technology to create business value within	4
Day 4		
	Topic 4 - Data driven decision-making using quantitative methods (prof. Bob Jacobs, PhD)	6
	Project Teamwork: From data to business insight	4
Day 5		
Session 3	Topic 5 - Value Innovation (prof. Mislav Balković, PhD)	6
	Project Teamwork: Developing innovation mind-set through innovative product / service development	4
Day 6		
	Topic 6 - Entrepreneurship, corporate and open innovation (Emir Džanić)	6
	Project Teamwork: Start with where you are now and reach your goals	4
Team project	Business plan and pitch deck for innovative service / product, based on digital technology - team project supported by mentorship	
Day 7		
Session 4	Topic 7 - Financial planning and feasibility of development projects (Bill Heninger)	6
	Project Teamwork: Is it worth investing?	4
Day 8		
	Topic 8 - Problem solving and Creativity (prof. Robert Kopal, PhD)	6
	Game Theory in business environment - workshop	4
Day 9		
Session 5	Topic 9 - Managing Projects in rapidly changing environment (Marko Šimac)	6
	Project Teamwork: From Failure to successful project launch with iterative (lean) Project Planning	4
Day 10		
	Topic 10 - Managing and Leading People in Global Environment (prof. Keith Dayton, PhD)	5
	Knowing yourself exercise + Personal development plan: Embrace your Strengths	5
Final individual project	Digital transformation of selected key processes - Implementation plan covering operations, technology and organization - individual project supported by mentorship	

LEARNING OUTCOMES

The Mini MBA program is held at the campus of the Algebra University College. Each session includes at least one framework for practical application of acquired knowledge and/or case.

Students are evaluated through practical teamwork and independent work.

Students enrolled in Mini MBA program can take part in all events attended by students of regular e-Leadership MBA program.

DEFINING PROGRAM CONTENT

If a company selects the full program for its employees, the listed topics can be tailored to the needs of the company and key desirable outcomes, in accordance with the prior knowledge of the students. Through a customized approach to the group and individual, program contents can be modified and/or further study or research recommended to those who wish to learn more.

The organizer reserves the right to change the schedule.

TEACHERS AND MENTORS

The program is delivered by the faculty and associates of the Algebra University College and lecturers from the Kelley School of Business at Indiana University, one of the best in the world, boasting a 107-year-old tradition of delivery of the MBA program.

The list of lecturers and resumes of potential lecturers is available at the web pages of the Algebra e-Leadership MBA program.

In addition to academic expertise, lecturers have a practical experience of working with companies, passion and enthusiasm, all of which ensures a successful education that is easily applicable at the workplace the very next day.

PRICE

HRK 25,000.00 + VAT per student.

We remain at your disposal for any additional questions you may have.

CONTACT INFORMATION:

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