




SSE RIGA



Mini MBA: Strategic Management Programme

Ten-day programme

 **DATES:** NOV 21–25 & DEC 5–9, 2022

 **STUDY FORMAT:** In-person

The programme is organised by SSE Riga in cooperation with the William Davidson Institute at the University of Michigan.

Programme benefits

- ✓ Learn from top-notch professors who will offer best practices and conceptual frameworks for handling critical business issues
- ✓ Acquire techniques to improve your leadership and managerial skills
- ✓ Recharge, reflect and refine your career path as well as increase the value of your CV
- ✓ Gain a professional peer network that benefits you long after the programme ends

Average
rating

9.7 /10

Who is the programme for?

Mini MBA programme is designed to fast-track your knowledge of business fundamentals and expand your business network. Participants come from a wide variety of organisations and typically have five or more years of management experience and are responsible for establishing policy at corporate or divisional levels.

Programme at a glance

- Ten-day programme for managers who want to become knowledgeable in a variety of business-related areas in order to advance in their careers
- The programme consists of six modules which equip participants with a cross-functional approach to business
- The programme features professors from top-tier international business schools
- Participants discuss situations in their own business environments and analyse various case studies

Content

Module 1 | Competition

Pinpoint your company's competitive position in the market, and identify strategic options to maintain or change this position.

Module 2 | Finance Fundamentals

Learn how to read financial statements and gain an understanding of how financial decisions are made at your company.

Module 3 | Marketing

Create a framework for a go-to-market strategy and its corresponding marketing tactics.

Module 4 | Finance Management

Explore the finance side of the business, how operations are tied to provide proper return to investors and to increase company value for the owners.

Module 5 | Leadership

Scrutinize important models of human performance and how they can be applied to different organizational context to enhance your managerial effectiveness.

Module 6 | Strategy

Examine strategic issues at the core of business decision-making using a range of analytical frameworks and techniques.

Faculty



John Branch,
Ross School of Business at
the University of Michigan
PhD, University of
Cambridge

John teaches marketing and international business courses at the undergraduate, MBA, and executive levels at the Stephen M. Ross School of Business at the University of Michigan (USA). John has also served as an adjunct or visiting professor at more than 50 business schools throughout the world and conducted management training in numerous international companies including British American Tobacco, British Telecom, Mercedes Benz, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.



Peter Zashev,
Hanken School
of Economics
PhD, Hanken School
of Economics

Peter teaches leadership, change and strategy. Peter has 18 years of executive education experience working with the management of big companies across Europe. His consulting experience features many private customers and projects in international business strategy and marketing as well as offering expert services to national and international organizations such as UNCTAD and the EU.



Anete Pajuste,
Stockholm School
of Economics in Riga
PhD, Stockholm School
of Economics (Sweden)

Anete teaches finance and accounting at the undergraduate and executive levels at the Stockholm School of Economics in Riga. She has extensive experience and training in participant-centered learning methods such as cases and experiential learning. Her articles have appeared in journals including the Journal of Corporate Finance, the Oxford Review of Economic Policy and the Journal of Banking and Finance.



Yusaf H. Akbar
DPhil, University of Sussex

Yusaf has extensive teaching, research and consulting experience in emerging markets including in Bulgaria, China, France, Hungary, Italy, Latvia, Lithuania, Poland, Romania, Sweden, UK and UAE. His consulting and professional references include Banco San Paolo Intesa, Citibank, Deutsche Telekom, Raiffeisen Bank, Telenor, Siemens and Toyota.

As part of the Stockholm School of Economics (SSE) group, SSE Riga is the #1 business school in the Nordic and Baltic regions according to the Financial Times Ranking of Top European Business Schools.

Our executive education programmes are designed for middle- and senior-level managers. Scan the QR code to see programme calendar.



Participation fee



4100 EUR + VAT

This includes all programme materials and catering.

Application



Additional info: sseriga.edu/mini-mba-strategic-management-programme

If you are interested, please send us an e-mail to executive@sseriga.edu.