

**Capacity and
Capability
Building project**

Portfolio Mini MBA Series

2024/2025



BUSINESS DEVELOPERS CONSULTING

About



Company

Business Developers Consulting (BDC) is an esteemed international consulting firm headquartered in the vibrant city of Istanbul, Turkey. Recognized as a leading consultancy firm, particularly in the Middle East and Eurasian regions, BDC is dedicated to guiding corporate and medium-sized business organizations towards success. From attracting investments to formulating strategic initiatives and discovering diverse investment channels, BDC's comprehensive consulting services cater to startups and established companies alike.

Mission

At BDC, our mission is to empower businesses by providing expert guidance in attracting investments, developing strategies, and enhancing management effectiveness. We focus on capacity and capability building across various sectors to drive sustainable growth and success.

Vision

Our vision at BDC is to be a globally recognized consulting powerhouse, setting the standard for excellence in strategic business development. We aim to continuously expand our influence, becoming the go-to firm for organizations seeking transformative solutions that drive sustainable growth and success in the dynamic landscapes of the Middle East and Eurasian countries.



Our Mini MBA Series

Capacity and Capability Program Mini MBA Series

The Capacity and Capability Program Mini MBA Series is designed to provide professionals with advanced knowledge and practical skills in various domains critical to business success. These programs offer a comprehensive and condensed learning experience, focusing on key areas essential for executive development and strategic management. Each Mini MBA program is structured to deliver high-impact education through a series of focused modules, ensuring participants gain deep insights and actionable strategies to excel in their careers.

Joint Program Delivery with IBAT

The programs are delivered jointly with the International Business Academy of Turkey (IBAT), combining the expertise and resources of both BDC and IBAT to provide a superior learning experience.

All diplomas are validated and issued by the International Business School of Scandinavia, ensuring international recognition and credibility.

Key Features

Four Comprehensive Modules: Each program is structured around four essential modules tailored to the specific industry focus, ensuring a deep and thorough understanding of key concepts.

Practical Assignments: Engage in real-world case studies and hands-on assignments that simulate actual business challenges, providing practical experience and application.

Final Assignment: Complete a comprehensive final assignment to consolidate learning and demonstrate mastery of the subject matter.

Expert Instructors: Learn from experienced industry professionals and academic experts who bring valuable insights and practical knowledge to the program.

Networking Opportunities: Connect with peers, industry experts, and potential mentors, expanding your professional network and creating valuable industry connections.

International Accreditation: Receive a globally recognized certificate diploma of completion and ECTS points, enhancing your academic credentials and professional profile across Europe and beyond.

Career-Focused: Designed to prepare participants for senior management roles, equipping them with essential skills and knowledge to advance their careers and achieve professional goals.

Mini MBA Programs:

- 1. Mini MBA in Business Analysis and Strategies**
- 2. Mini MBA in Marketing: Analysis, Planning, and Strategy**
- 3. Mini MBA in Corporate Management**
- 4. Mini MBA in Corporate Leadership**
- 5. Mini MBA in Decision Making, Problem Solving, and Negotiation**
- 6. Mini MBA in Digital Marketing**
- 7. Mini MBA in Supply Chain Management**
- 8. Mini MBA in Stock Market and Financial Institutions Management**
- 9. Mini MBA in Competency, Human Capital, and Human Resource Management**
- 10. Mini MBA in Tourism and Hospitality Management**
- 11. Mini MBA in Hospital Management**
- 12. Mini MBA in Pharmaceutical Management**
- 13. Mini MBA in Oil and Gas Management**
- 14. Mini MBA in School Administration and University System**
- 15. Mini MBA in Training, Coaching, and Managing Educational Programs**

MINI MBA Program Outline

Program Duration: Typically spans 2 months

Sessions: Bi-weekly sessions

Modules: Consists of 4 specialized modules tailored to industry-specific needs

Assignments: Distributed during off-weeks between sessions

Final assignment required for diploma attainment

ECTS Points: Equivalent to 3.5 ECTS upon successful completion

Interactive Learning:

- Includes dynamic discussions, case studies, and practical exercises
- Application of theoretical concepts to real-world business scenarios
- Encourages critical thinking and problem-solving skills through hands-on learning

Program Objective: While each program within our Mini MBA series has its specific objectives tailored to its focus area, collectively they aim to:

- Develop essential leadership and management skills.
- Enhance strategic thinking and decision-making abilities.
- Prepare participants for senior management roles across diverse industries.

1. Mini MBA in Business Analysis and Strategies

Program Modules

- 1. Modern Management Profile for Future Corporate Business**
- 2. The Importance Business analysis in identifying the key strengths and weaknesses that effect the competitiveness of the corporation**
- 3. Strategic planning as an important Tool For Business Corporate Success**
- 4. Building and Creating a Sustainable Competitive Advantage that help The Corporation in Posistioning itself as a strong player in the market**



Duration: 2 month

2. Mini MBA in Marketing: Analysis, Planning, and Strategy

Program Modules

1. Marketing as A Core Topic for Every Successful Business Corporation

2. Marketing Analysis and Planning Tools

3. How to Build A Successful Competitive Advantage and Positioning in Your Market Sector

4. Marketing Strategy for Motivating International Investors



Duration: 2 month

3. Mini MBA in Corporate Management

Program Modules

1. Modern Management: Concepts and technical Tools For successful Corporations

2. Management System and organizational Behaviour

3. Corporate Management and Strategy

4. Corporate Management: Problem Solving, Conflict Resolution and Corporate Negotiation



Duration: 2 month

4. Mini MBA in Corporate Leadership

Program Modules

1. Leadership: Concept, Characteristics and Platform
2. Corporate Business Leaders and Strategies
3. Corporate Leaders and Decision Making
4. Corporate Leaders, Marketing, Branding and Reputation



Duration: 2 month

5. Mini MBA in Decision Making, Problem Solving, and Negotiation

Program Modules

1. Advanced Decision-Making Frameworks

2. Strategic Problem-Solving Techniques

3. Advanced Negotiation Strategies

4. Applied Decision Making and Problem Solving



Duration: 2 month

6. Mini MBA in Digital Marketing

Program Modules

**1. Digital Marketing
Fundamentals**

**2. Advanced Digital Marketing
Techniques**

**3. Data-Driven Marketing and
Analytics**

**4. Strategic Digital Marketing
Implementation**



Duration: 2 month

7. Mini MBA in Supply Chain Management

Program Modules

1. Fundamentals of Supply Chain Management

2. Operational Excellence in Supply Chain

3. Definitions and the SCOR Model

4. Supply Chain Planning



Duration: 2 month

8. Mini MBA in Stock Market and Financial Institutions Management

Program Modules

1. Fundamentals of the Stock Market

2. Financial Institutions and Their Operations

3. Regulatory Framework and Ethical Considerations

4. Global Financial Markets and Institutions



Duration: 2 month

9. Mini MBA in Competency, Human Capital, and Human Resource Management

Program Modules

- 1. Competency Management**
- 2. Human Resource Development**
- 3. Strategic Analysis**
- 4. Strategic Human Resource Management**

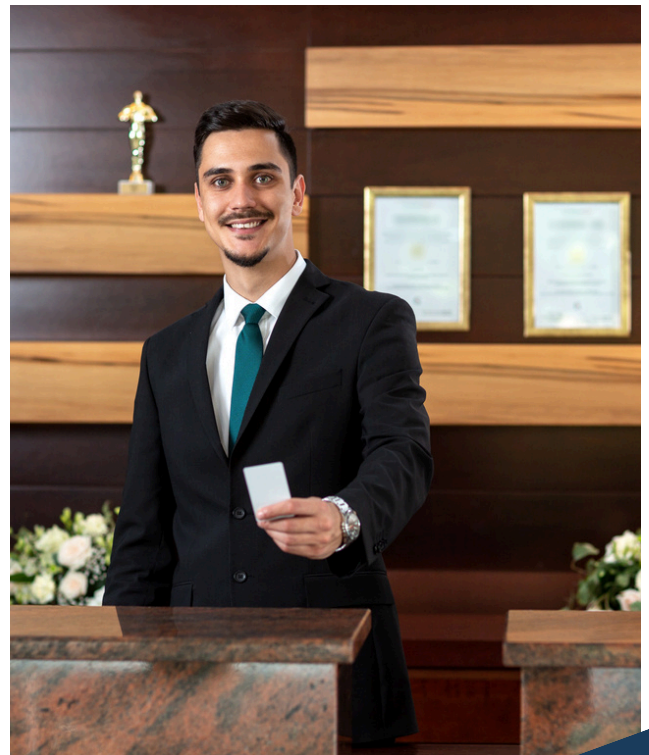


Duration: 2 month

10. Mini MBA in Tourism and Hospitality Management

Program Modules

- 1. Executive Corporate Management in Tourism and Hospitality.**
- 2. Leading Tourism and Hospitality Projects Successfully**
- 3. Marketing Hospitality and Tourism Activities**
- 4. Building and Developing Business Strategy in Hospitality and Tourism Organizations**



Duration: 2 month

11. Mini MBA in Hospital Management

Program Modules

- 1. Healthcare Systems and Hospital Management, Leadership, Marketing and Strategy**
- 2. Financial Management in Hospitals and resource allocation**
- 3. Human Resource Management in Healthcare**
- 4. Quality Management and Patient Care**

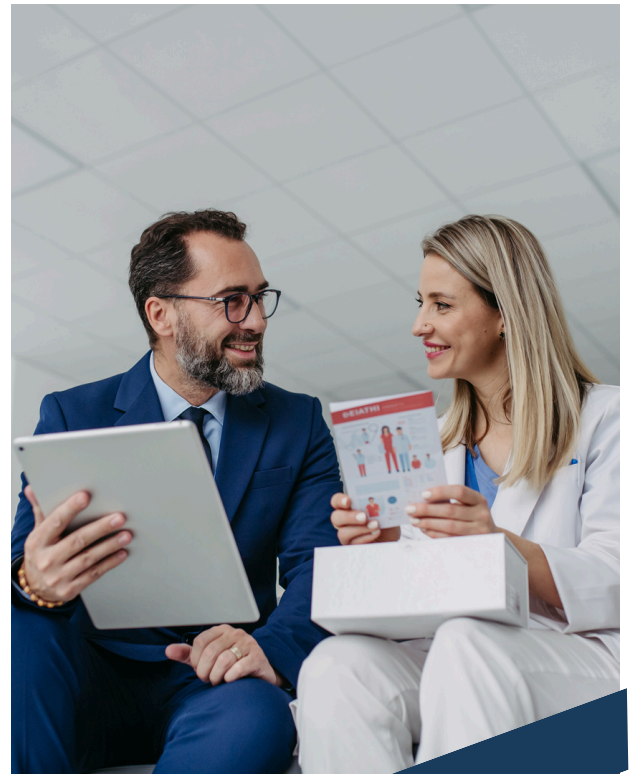


Duration: 2 month

12. Mini MBA in Pharmaceutical Management

Program Modules

- 1. Pharmaceutical Industry- Corporate leadership Style and Characteristics for success**
- 2. Pharmaceutical Marketing and Sales Strategies**
- 3. Supply Chain Management in Pharmaceuticals**
- 4. Strategic Management and Innovation in Pharmaceuticals**



Duration: 2 month

13. Mini MBA in Oil and Gas Management

Program Modules

- 1. Fundamentals of the Oil and Gas Industry- Leadership Style and Characteristics**
- 2. Strategic Management and Planning Strategy in Oil and Gas**
- 3. Sustainability and Innovation in Oil and Gas**
- 4. Operations and Supply Chain Management in Oil and Gas**



Duration: 2 month

14. Mini MBA in School Administration and University System

Program Modules

1. Strategic Leadership in Education
2. Curriculum Design, Instructional Leadership and Teacher Development
3. Educational Budgeting and Financial Planning, Resource Allocation and Fundraising, Financial Reporting and Auditing in Schools
4. Talent Acquisition, Retention in Education, Performance Management and Appraisal Systems



Duration: 2 month

15. Mini MBA in Training, Coaching, and Managing Educational Programs

Program Modules

- 1. Management of Training Program – The Key to Successful Methodology**
- 2. Course Development– Designing Attractive Product**
- 3. Coaching and Training Concepts and Framework**
- 4. Successful Coaching and final assessment**



Duration: 2 month

PROGRAM REQUIREMENTS

- 2 years of university or college education
- Minimum intermediate level of English proficiency



DOCUMENTS TO BE SUBMITTED

- Application form
- 1 photo 3x4
- Passport copy – pages 1-3
- Copy of the diploma translated into English with a stamp of the Ministry of Foreign Affairs or any other authorized body

All documents should be submitted **IN FULL no later than 2-weeks BEFORE** the course start date.

The certificates are issued within the **1-month period AFTER** the course closing date provided the payment is made **IN FULL**.

Why You Should Join the Mini MBA Program

- You want to acquire knowledge and skills in various areas of business and management.
- You want to gain expertise in leadership, strategic planning, and specialized industry practices.
- You want to enhance your career prospects and advance in your professional journey.
- You are looking to expand your network and connect with like-minded professionals.



Program Delivery Options

- Online teaching via Zoom meeting application
- Blended – some courses can be delivered online and some Offline
- Zoom Sessions: Biweekly on Monday and Wednesday 10Am to 2PM

The program can be delivered during weekends (Fridays-Saturdays) from 10 AM to 2 PM or the schedule can be adjusted to meet the requirements of our clients.



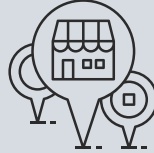
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IF YOU'D LIKE TO GROW WE'D LIKE TO HELP