



Timetable

09.00	Intro Introductions The, history, context and purpose of the Mini MBA Goals for the day
09.15	Management and Leadership Understanding people Exploration of the complexity of leadership Key principles of leadership
10.30	Break
10.45	Strategy What is strategy? A structured approach to answering the question Case study
13.00	Lunch
14.00	Finance Introduction to the basics of P&L and Balance sheet using an exercise
15.30	Break
15.45	Digital Marketing Some key principles and tips for improving digital marketing effort
17.00	GUS and LSBF brief
17.30	Close

www.LSBF.org.uk

Royal Patron: HRH Prince Michael of Kent, GVO

London School of Business & Finance, Buchanan House, 30 Holborn, London, EC1N 2LX
Tel.+44 (0) 207 823 2303 | Email: executive@lsbf.org.uk

