

# MINI MBA

key



## Course Details

**INSTRUCTOR: WAHEED KHALED**

**COURSE DURATION: 13.5 HOURS**

**NO PRIOR EXPERIENCE REQUIRED**

**ELECTRONIC CERTIFICATE UPON COURSE COMPLETION**

## About The Instructors: **WAHEED KHALED**

Waheed Khaled has 16 years of experience in business and company building and holds a Master's degree in Business Administration.

He is the CEO of two e-commerce companies and the founder of his own company. These companies have been operating successfully for years and have achieved sales exceeding 300 million EGP.

He works as a consultant for multiple companies inside and outside Egypt, helping them build successful strategies that resulted in significant sales growth.

He has trained many professionals and delivered educational content based on both academic knowledge and real-world experience, helping them achieve remarkable success in business and e-commerce.

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YOU.**

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## Course Description:

The Mini MBA course is a comprehensive and simplified training program designed specifically for anyone who wants to understand the fundamentals of business management from scratch—without academic complexity or difficult terminology.

The course takes you on a complete journey into the world of business, introducing you to the core departments of any successful company, such as: Management – Human Resources – Finance – Marketing – Operations, and how these departments work together to ensure business growth and success. Whether you are:

- Thinking about starting your own business
- Working in a company and want a broader understanding of business
- Or looking to develop yourself professionally and see the full picture This course will help you build a real Business Mindset and provide you with the essential foundation every business owner or manager needs.

## What you'll learn:

**By the end of this course, you will confidently be able to:**

### First: Business Management & Entrepreneurship Fundamentals

- Understanding what business really means and how successful ventures start
- The difference between Needs & Wants and how to create real market value
- The core resources required for any business
- The difference between product-based and service-based businesses
- The concept of entrepreneurship and why it represents the future of careers
- When and why to start a business
- Real challenges in the business world and how to overcome them
- Types of companies and when to choose each one

### Second: Human Resource Management (HRM)

- The real role of HR in organizational success
- Different organizational structures and how to choose the right one
- Building an effective organizational hierarchy
- The difference between Leadership & Management
- Team motivation and engagement
- Creating a strong organizational culture
- Effective communication skills within organizations

### **Third: Finance Fundamentals**

- Understanding financial management in business
- Managing capital and profits
- Identifying different sources of finance
- Understanding the relationship between Cost – Revenue – Profit
- Reading and analyzing: ○ Income Statement
- Balance Sheet
- Cash Flow Statement
- Budget planning and control

### **Fourth: Marketing**

- The true meaning of marketing beyond advertising
- Modern and global marketing strategies
- Creating a complete marketing plan
- Sales and demand forecasting
- Market research and competitor analysis
- Understanding and applying the Marketing Mix & 7Ps

### **Fifth: Operations Management**

- Running a business efficiently
- Managing daily operations
- Quality improvement and waste reduction
- Supply chain management
- Operations planning

## Why Attend This Course ?

- It gives you a complete business overview instead of learning each department separately
- 100% beginner-friendly with no management background required
- Practical and real-world focused, not just theoretical Helps you think like a business

### **owner or manager - A strong foundation for anyone who wants to:**

- Start a business
- Advance their career
- Understand management decisions within companies

### **Who Is This Course For?**

- Beginner entrepreneurs
- Small business owners
- Ambitious employees
- Anyone who wants to understand business in a simple and comprehensive way



# Course Content

**(5 main sections divided into 9 lectures, each approximately 90 minutes)**

▶▶ 1) Introduction to Business Management (BM)

This section covers the fundamentals every entrepreneur needs before starting:

- What is business?

Understanding the concept of business and how successful ventures begin by identifying market needs.

- Needs vs. Wants:

The difference and why delivering real value is the most important step in business.

- Business Resources:

Human, financial, physical, and technological resources required to start and run a business.

- Service vs. Product:

Differences between service-based and product-based businesses and how they affect management and marketing.

- Course Overview:

A brief overview of all course sections and key topics.

- Entrepreneurship:

What it means and why it is one of the strongest career paths today.

- Why and when to start a business:

Motivations, opportunities, and feasibility.

- Entrepreneurial Challenges:

Common difficulties and how the course helps you handle them.

- Types of Companies:

Sole proprietorships, partnerships, corporations, startups—and when to choose each.

# Course Content

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## ▶▶ 2) Human Resource Management (HRM)

This section covers everything related to people management and its impact on business success:

- What is HRM and its real role in organizations
- Factors affecting HR management
- Organizational structures:

- Centralized

- Decentralized

- Delegation

- Building effective organizational hierarchies
- Leadership vs. Management:

The real difference and how to apply both

- Creating motivation within teams

- Building a strong organizational culture

- Effective communication within organizations

## 3) Finance

This section teaches essential financial knowledge for business owners:

- What finance is and how to manage company finances wisely
- Managing capital and profits
- Sources of finance:

- Self-funding

- Loans

- Investors

- Crowdfunding

- Understanding Cost – Revenue – Profit
- Financial statements:

- Income Statement

- Balance Sheet

- Cash Flow

- Budget management and monitoring

## 4) Marketing

This section covers marketing in a practical, business-focused way:

- What marketing really means (beyond advertising)

- Global marketing strategies

- Building a complete marketing plan

- Forecasting sales and demand

- Market research: customers, competitors, and target audience
- Marketing Mix & 7Ps:

Product – Price – Place – Promotion – People – Process – Physical Evidence

Product – Price – Place – Promotion – People – Process – Physical Evidence

# Course Content

(5 main sections divided into 9 lectures, each approximately 90 minutes)

## ▷▷ 5) Operations Management

This section focuses on operations:

- Business operations execution
- Daily operations management
- Quality improvement
- Supply chain management
- Operations planning