

*In just 6 weeks you
can earn a Mini-MBA*

HELPING ACCELERATE YOUR PERSONAL DEVELOPMENT

Dr. Gerard L. Danford

FACULTY

Dr. Gerard Danford
PhD Aalto University
MBA London Business
School

CONTENT

18 Subjects Including;
Management Marketing
Finance Strategy

MINI MBA

BUSINESS BOOTCAMP

100% ONLINE



COMMITMENT

The Bootcamp Mini-MBA requires 60+ hours of active studying time, and can be completed in six weeks.

ASSESSMENT

Mini-quizzes to reinforce learning and written assignments assessed by Bootcamp Leader.

LECTURES

More than eight hours of video lecture content is included.



ENGAGEMENT

Private discussion forums available for each Mini-MBA group to network with other students and Bootcamp Leader.

TOPICS

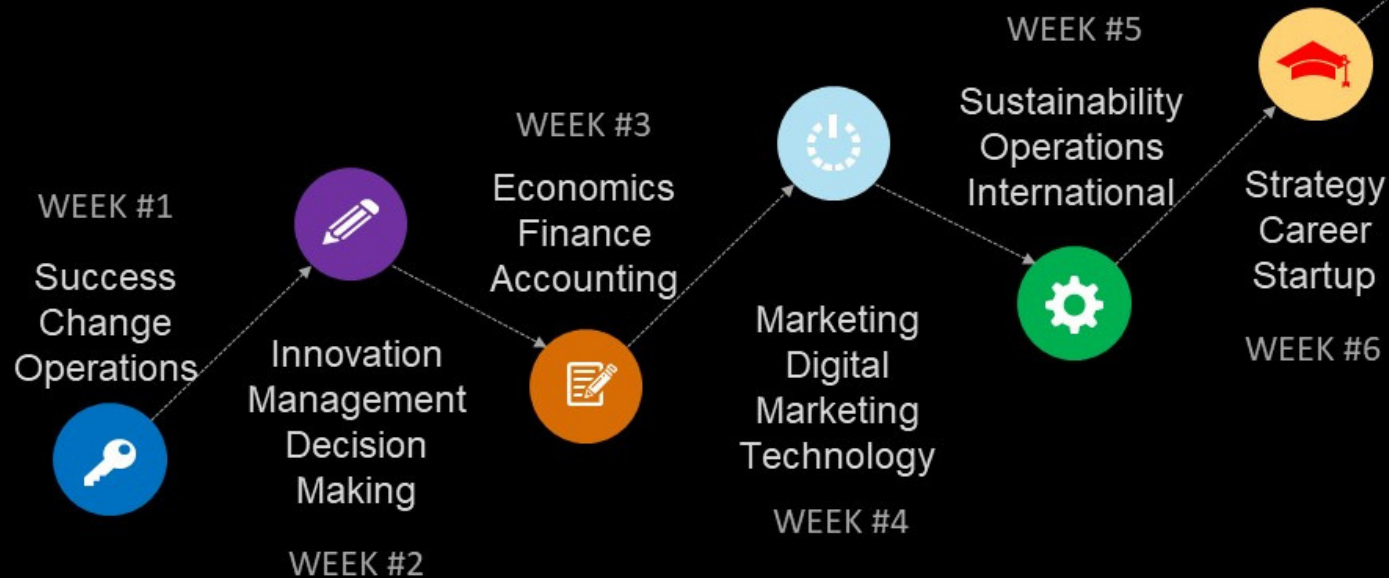
Engage in complex business problem solving, and real-world scenarios.

- MANAGEMENT
- CHANGE MANAGEMENT
- INNOVATION
- DECISION MAKING
- ECONOMICS
- FINANCE & ACCOUNTING
- DIGITAL MARKETING
- DIGITALIZATION
- SUSTAINABILITY
- OPERATIONS
- STRATEGY
- AND MORE...



Six Week Program

Sessions begin on Mondays and end on Sunday.
Videos, readings, interactive tasks and quizzes during week
Written assignments due at end of each week



The Business Bootcamp Mini-MBA is designed to deliver an in-depth review of the 18 most essential concepts which every manager must understand in order to succeed.

Instructional Design Principles

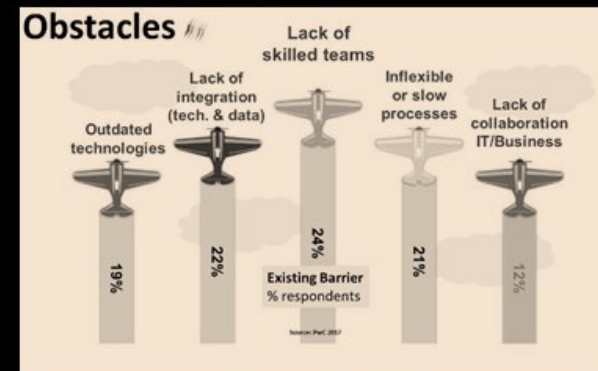
- Learning Objectives are focused on the essential knowledge which present/future managers must understand.
- Pace & Flow of learning is manageable (6 themes – 18 drills).
- Opportunities to reflect-on and use the information obtained.
- Content can be immediately applied to participants job/employer.



18 Mini-quizzes



8 Hours of Video Lectures
(65+ videos)



22 Interactive Tasks
6 Written Assignments

Visit The Learning Platform!

WWW.ACADEMYBRIDGE.ORG