Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets

Mini MBA Courses

Course Overview

Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets: a 10-day professional training course from LTC...

What You Will Achieve

- Explain the core principles and current good practice in Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets
- Apply practical tools and techniques for Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets: principles, terminology and context
2. The business case: why Mini MBA: Understanding the Dynamics of Petrochemicals Industry Petrochemical Value Chains and Markets matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 11 Nov 2026	Cape Town	**$2,950**

16 to 25 Nov 2026	Lusaka	**$2,650**
23 Nov to 2 Dec 2026	Maputo	**$2,850**
7 to 16 Dec 2026	Johannesburg	**$2,850**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.