



## Micro-MBA

Learn the essential elements of a typical MBA program within six months with an investment of few thousand rupees.

### WHO SHOULD TAKE THIS COURSE?

A graduate professional looking for a promotion to a managerial role or running his/her own business will benefit the most from this course.



### WHY SHOULD YOU TAKE THIS COURSE?

- In today's globally competitive economy, understanding the essence of business has become crucial for all graduate professionals.
- A MBA program would be useful to understand all aspects of business management in-depth, but it would take a couple of years and lakhs of rupees.
- This course covers key business topics with sufficient details to help you excel at your work, with an enhanced understanding of business execution and management.
- This course is developed by Dr Shrikant Mulik, CEO of Vidyarjan Consulting Pvt Ltd. Shrikant has done MBA from IIT Bombay and PhD from NMIMS University. He has 18+ years of corporate experience at L&T Infotech and 4+ years of entrepreneurial experience. Experienced industry professionals and highly qualified academicians have reviewed and ratified the course content.

## WHAT WILL YOU LEARN?

- Which are typical business organizational forms and structures?
- What are key business functions and processes?
- What are the functions of management?
- How human resources are attracted, recruited, retained, developed and separated in business organizations?
- How does information technology help efficient functioning of business organizations?
- How do business organizations perform the process of segmentation, targeting and positioning (STP)?
- How business organizations make tactical decisions regarding product, price, place and promotion (aka marketing mix or 4 Ps of marketing)?
- Which are the key sources of finance for business organization?
- How to read financial statements viz. balance sheet, P&L statement, and cash flow statement?
- How revenue and capital budgeting is typically done?
- What is the relevance of key economic indicators and economic policies?
- Which are the prominent frameworks for strategy formulation?

## HOW WILL YOU LEARN?

- Watch 100+ hours of curated video content to learn the concepts.
- Test your understanding of concepts with quizzes.
- Apply the concepts by working on team assignments.
- Interact with subject-matter experts to receive feedback on your assignments.
- Get expert response to your queries or doubts as soon as possible.

## WHERE IS THIS COURSE OFFERED?

- It's completely online! So no travel or commuting is needed!
- Video content, quizzes, and assignments are hosted on a mobile-friendly website.
- Zoom meetings are organized for offering feedback on assignments and for query resolution.
- WhatsApp can be used for asking ad-hoc queries and doubts.

## WHEN WILL THIS COURSE BEGIN AND END?

- Enroll in the course as a team of up to four members and then begin!
- Complete the course as a team within six months.

₹ 9,500 ONLY  
per person in  
one-member team

₹ 9,000 ONLY  
per person in  
two-member team

₹ 8,500 ONLY  
per person in  
three-member team

₹ 8,000 ONLY  
per person in  
four-member team

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