

INVITED MBA

BUSINESS ACUMEN | PEOPLE LEADERSHIP | STRATEGY



Curriculum

The Invited MBA Intensive is an immersive 1-month full-time mini-MBA designed for rising business professionals. Participants gain essential leadership skills needed to advance in their career without the expense and time commitment of a full MBA.

The high-level objectives of this program are to:

- Gain a solid foundation in business acumen, management, strategy, and leadership
- Deepen awareness of self & others' strengths, weaknesses, and motivators
- Learn how to effectively lead & collaborate with others in a managerial role
- Develop an eye for executive-level strategy & leadership
- Analyze, research, and solve real-world business challenges
- Expand one's professional network

The curriculum is divided into four sections touching on the following topics.

Kickoff

Week 1: Leadership

- Coaching and Developing People
- Building Trust
- Holding Critical Conversations
- Understanding Motivation

Week 2: Finance

- Financial Literacy
- Understanding Value Creation
- Strategy & Innovation
- Marketing Foundations

Week 3: Strategy / Ops

- Executing in Cross-functional Teams
- Executing Strategy Under Pressure
- Building Executive Presence
- Executive-level Presentations

Week 4: Pull it together

- Applying the skills of Business, Management, and Strategic Intelligence as a real-life consultant



Below is a detailed outline of the standard Invited MBA curriculum.

Pre-work

Invited MBA participants start their journey getting access to an interactive online primer in accounting and finance called Fluent in Finance™. The language of business, just like any other language, has its own vocabulary and terms. Fluent in Finance allows leaders to learn the language of finance in an interactive, accessible online format designed specifically for professionals without any financial background. It covers basic business concepts such as unit economics, reading financial statements, and understanding ROI. If participants have a finance background and want to know whether they need to go through the Fluent in Finance pre-work, they can take the optional pre-assessment to test out of the pre-work assignment.

Format(s): Up to **12 hours** of asynchronous online pre-work to be completed over the first two weeks

Up to 12 hours online prep

Week 0 (Friday): Virtual Kick-Off & Happy Hour

On the first day of the program participants meet their cohort and faculty, find out details about their study group and action-learning project assignment, network with each other, and learn more about what's to come in the curriculum.

Format(s): **Two hour** synchronous full cohort meeting with breakout groups.

2-hour cohort meeting

Monday: Self-Assessment

Participants go through a self-assessment to understand how their work style affects their communication with others and how to best utilize their strengths.

Format(s): **One hour** assessment and **two-hour** virtual cohort meeting with breakout groups.

1 hour online assessment

2-hour cohort meeting

Tuesday: Leadership Case Study

The curriculum begins with the question of leadership and management. Our first case study introduces us to *Fatima Akilu* as a lens to discuss the difference between management and leadership, the way leaders of different types can make change, and the importance of presence in how you lead

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2 hours online prep

2-hour cohort meeting

Wednesday: Optional Study Group Time

For those interested in continuing the case discussion, time is set aside to go deeper into the topics at hand.

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2-hour small group study session

Thursday and Friday: Management Challenge Simulation

At the end of Week 1, participants are required to apply the lessons of the week in a competitive simulated environment, working with a partner to manage their own team of employees.

Format(s): **Four hour simulation** sessions with full cohort and an expert facilitator

4-hour cohort meeting

4-hour cohort meeting

Monday: Finance I Case Study

Building on the Fluent in Finance online pre-work, this first joint finance session focuses on building basic accounting and financial knowledge in participants. Participants study the unit economics of a fictitious company that is thinking of expanding its operations and solve a real-world mystery by studying the financial details of a company whose stock price suddenly dropped by over 90%.

Format(s): **One hour** assessment and **two-hour** virtual cohort meeting with breakout groups.

1 hour online assessment

2-hour cohort meeting

Tuesday: Finance II Case Study

Rounding out the finance and business acumen part of the curriculum, this next session expands on the first financial study group meeting by focusing on financial modeling exercises and concepts such as the time value of money, ROI and NPV. Participants study a fictitious company that is contemplating investment options and look at the valuation of Uber to tie the concepts to the real-world.

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2 hours online prep

2-hour cohort meeting

Wednesday: Optional Study Group Time

For those interested in continuing the case discussion, time is set aside to go deeper into the topics at hand.

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2-hour small group study session

Thursday and Friday: Business Challenge Simulation

At the end of Week 2, participants are required to apply the lessons of the week in a competitive simulated environment, working with a team to manage the financials of their own company.

Format(s): **Four hour simulation** sessions with full cohort and an expert facilitator.

4-hour cohort meeting

4-hour cohort meeting

Monday: Operations Case Study

Understanding how the operational approach of companies can create financial value is critical to becoming an effective leader. Using a classic Harvard Business School case study, *Danaher Corporation*, participants touch on topics such as culture, continuous improvement, operational efficiency, and the link between these variables in a business.

Format(s): **One hour** assessment and **two-hour** virtual cohort meeting with breakout groups.

1 hour online assessment

2-hour cohort meeting

Tuesday: Strategy Case Study

For our strategy case study, *S'well: The Mass Market Decision*, participants get put into the shoes of Sarah Kauss, the founder of the rapidly growing water bottle brand S'well. Study groups deliberate whether to enter the mass market at a critical stage in the company's growth.

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2 hours online prep

2-hour cohort meeting

Wednesday: Optional Study Group Time

For those interested in continuing the case discussion, time is set aside to go deeper into the topics at hand.

Format(s): **Two hour** of online preparation, **two-hour** virtual meeting in small study groups.

2-hour small group study session

Thursday and Friday: Enterprise Challenge Simulation

At the end of Week 3, participants are required to apply the lessons of the week in a competitive simulated environment, working with a team to manage the growth and strategy of their own company.

Format(s): **Four hour simulation** sessions with full cohort and an expert facilitator.

4-hour cohort meeting

4-hour cohort meeting

Monday: Group Project Introduction

Participants will meet with their group to be introduced to their action-learning project. This project puts to work the skills of the program and asks participants to tackle a real-world business problem.

Format(s): Two-hour virtual meeting in project groups

2-hour cohort meeting

Tuesday and Wednesday: Project Group Work Time

This time is set aside for participants to work with their teams on their final project

Format(s): Two hour of online preparation, **two-hour** virtual meeting in small study groups.

2-hour small group study session

2-hour small group study session

Thursday: Final Presentation Practice

The second to last day of the program is set aside to practice for the final presentation and receive feedback.

Format(s): Two hour of online preparation, **two-hour** virtual meeting in small study groups.

2-hour cohort meeting

Friday: Final Presentation and Graduation

For graduation day, participants are required to share out their project in front of the overall cohort and see just how far they've come in 4 intense weeks.

Format(s): Two hour of (optional) online preparation, **four-hour** virtual meeting with the full cohort.

4-hour cohort meeting

Ready to invest in your career?

Contact us today.

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