This Course Collection was designed to present the core skills of an MBA-style education for employees who want to improve their business acumen and accelerate their careers.

Who this is for
Junior level professionals in any business function.

Mini MBA

COURSES INCLUDE:

- Corporate Finance I: Measuring and Promoting Value Creation
- Corporate Finance II: Financing Investments and Managing Risk
- Strategic Innovation: Building and Sustaining Innovative Organizations
- Advanced Business Strategy
- Foundations of Business Strategy
- Competitive Strategy
- Introduction to Corporate Finance
- Operations Management
- Managing Social and Human Capital

This Course Collection features courses from the University of Virginia, Illinois University, and Ludwig-Maximilians-Universität München
University of Virginia

MiniMBA

SKILLS ACQUIRED

- Strategic Analysis
- Strategic Management
- Business Strategy
- Competitiveness
- Porter’s Five Forces

Foundations of Business Strategy

DESCRIPTION

Develop your ability to think strategically, analyze the competitive environment, and recommend firm positioning and value creation. In this course, we will explore the underlying theory and frameworks that provide the foundations of a successful business strategy and provide the tools you need to understand that strategy: SWOT, Competitor, Environmental, Five Forces, and Capabilities Analyses.

TOPICS

- Introduction to Strategic Analysis
- Analyzing Industry Structure
- Analyzing Firm Capabilities
- Determining Competitive Position

PRACTICE

- 4 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION  Business Strategy

RATING  4.7 out of 5 stars

TIME

- ~12.5 hours total
- 3.1 hours per week
- ~4 hours of video
- ~5.7 assignment hours

TAUGHT BY

Michael Lenox
Senior Associate Dean and Chief Strategy Officer

Jared Harris
Samuel L. Slover Research Chair in Business Administration

Link to course
SKILLS ACQUIRED

- Strategic Management
- Business Strategy
- Competitiveness
- Strategic Thinking
- Supply Chain

Advanced Business Strategy

DESCRIPTION

Advance your strategic analysis skills in this follow-up to Foundations of Business Strategy. In this course, you'll learn the tools to analyze strategy across time (competitive dynamics), industries (corporate strategy), geographies (international strategy), and institutions (non-market strategy).

SKILLS ACQUIRED

- Strategic Management
- Business Strategy
- Competitiveness
- Strategic Thinking
- Supply Chain

TOPICS

- ★ Dynamic Strategy
- ★ International Strategy
- ★ Diversification Strategy
- ★ Stakeholder Strategy

PRACTICE

- 4 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION

Business Strategy

RATING

4.8 out of 5 stars

TIME

- ~11 hours total
- 2.7 hours per week
- ~3.8 hours of video
- ~5.1 assignment hours

TAUGHT BY

Michael Lenox
Senior Associate Dean and Chief Strategy Officer

Jared Harris
Samuel L. Slover Research Chair in Business Administration
SKILLS ACQUIRED
- Strategic Thinking
- Game Theory
- Competition (Economics)
- Strategic Management
- Pricing

COMPETITIVE STRATEGY

DESCRIPTION
In this six-module course, you will learn how businesses and organizations behave in situations in which strategic decisions are interdependent, i.e. where my actions affect my competitors' profits and vice versa. Using the basic tools of game theory, we will analyse how businesses choose strategies to attain competitive advantage.

TOPICS
- Take Care of Your Competitors
- Why Firms Work Together
- Complementary Products and Strategic Partnerships
- Entering a New Market

PRACTICE
- 7 Quizzes
- 0 Peer-Reviewed Assignments
- 0 Programming Assignments

TIME
- ~15.4 hours total
- 2.6 hours per week
- ~6.1 hours of video
- ~9.3 assignment hours

SPECIALIZATION
Competitive Strategy and Organization Design

RATING
4.7 out of 5 stars

TAUGHT BY
Tobias Kretschmer
Institute for Strategy, Technology and Organization
Corporate Finance I: Measuring and Promoting Value Creation

DESCRIPTION
In this course you will learn how to use key finance principles to understand and measure business success and to identify and promote true value creation. You will learn how to use accounting information to form key financial ratios to measure a company's financial health and to manage a company's short-term and long-term liquidity needs.

SKILLS ACQUIRED
- Mergers And Acquisitions
- Corporate Finance
- Finance
- Financial Plan
- Investment

TOPICS
- ★ Course Overview
- ★ The Objective of the Corporation and Analysis of Financial Ratios
- ★ Financial Planning
- ★ Making Investment Decisions

PRACTICE
- 4 Quizzes
- 4 Peer-Reviewed Assignments
- 0 Programming Assignments

TIME
- ~23.9 hours total
- 6 hours per week
- ~9.3 hours of video
- ~14.6 assignment hours

SPECIALIZATION
- Financial Management

RATING
- 4.8 out of 5 stars ★★★★★

TAUGHT BY
- Heitor Almeida
  - Stanley C. and Joan J. Golder Professor of Corporate Finance

Link to course
Corporate Finance II: Financing Investments and Managing Risk

DESCRIPTION
In this course you will learn how companies decide on how much debt to take, and whether to raise capital from markets or from banks. You will also learn how to measure and manage credit risk and how to deal with financial distress. You will discuss the mechanics of dividends and share repurchases, and how to choose the best way to return cash to investors.

SKILLS ACQUIRED
- Corporate Finance
- Risk Management
- Debt
- Financial Statement
- Investment

TOPICS
★ Course Orientation
★ Raising Financing: The Capital Structure Decision
★ Understanding Debt Financing and Payout Policy
★ Risk Management

PRACTICE
- 4 Quizzes
- 2 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION
Financial Management

RATING 4.8 out of 5 stars

TIME
- ~18.2 hours total
- ~8.6 hours of video
- ~9.6 assignment hours

TAUGHT BY
Heitor Almeida
Stanley C. and Joan J. Golder Professor of Corporate Finance
SKILLS ACQUIRED
- Innovation
- Product (Business)
- Entrepreneurship
- Value Proposition
- Business Model

DESCRIPTION
Innovation strategy is about creating unique value for consumers by delivering a great product that satisfies their needs and capturing value back from consumers. At the core of a successful innovation strategy is a great product concept. Product is an all-encompassing term that includes physical goods, intangible services, and ideas.

TOPICS
- ★ Course Orientation
- ★ Crafting a Great Value Proposition
- ★ There Is More to a Product Than Just Function: Assessing Industry Trends
- ★ Developing Winning Products: Sometimes Less Is More

PRACTICE
- 4 Quizzes
- 2 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION
Innovation: From Creativity to Entrepreneurship

RATING 4.8 out of 5 stars

TIME
- ~12.9 hours total
- 3.3 hours per week
- ~4.6 hours of video
- ~8.3 assignment hours

TAUGHT BY
Raj Echambadi
Alan J. and Joyce D. Baltz Professor
SKILLS ACQUIRED

- Quality Control
- Operations Management
- Inventory
- Supply Chain
- Management

DESCRIPTION

In this course, you will learn about the role of operations and how they are connected to other business functions in manufacturing- and service-focused organizations. You will learn and practice the use of decision-making frameworks and techniques applicable at all levels.

TOPICS

★ Course Orientation
★ Module 1: Operations Strategy
★ Module 2: Process Analysis
★ Module 3: Inventory and Supply Chain Management

PRACTICE

- 4 Quizzes
- 6 Peer-Reviewed Assignments
- 0 Programming Assignments

TIME

- ~27.3 hours total
- ~11.8 hours of video
- ~15.5 assignment hours

SPECIALIZATION

Value Chain Management

RATING

4.5 out of 5 stars

TAUGHT BY

Gopesh Anand
Associate Professor of Business Administration

Link to course