



MASTERING BUSINESS EXCELLENCE (MBE)

CEDEP'S MINI-MBA: BUSINESS ACUMEN AND VALUE CREATION FOR TOMORROW'S LEADERS.

The CEDEP MBE is a 7.5 day MBA-inspired program that expands participants' core knowledge of business essentials. This cohort-based journey covers topics such as organizational strategy, understanding customers and markets, planning and executing operations and the financial logic underpinning managerial decision making. Constantly refreshed to reflect emerging business challenges, the newest version of the MBE enables participants to accelerate their impact through in-depth discussions and equips them with the tools to develop a sustainable view of business operations.

LEARNING OBJECTIVES

The MBE equips participants with strong cross-functional skills and a solid overview of general management principles in an evolving business environment. Participants will learn to:

- **Master Business Fundamentals**
Build clarity on management functions, strategy, and organizational operations through practice in a safe environment.
- **Adopt a Holistic Perspective**
Understand company functions, interdependencies, and how individual decisions contribute to value creation.
- **Develop a Global Strategic Vision**
Recognize economic impacts on business, align with senior-level decisions, and contribute to strategy execution.
- **Enhance Cross-Functional Collaboration**
Work effectively across teams, cultures, and functions with the tools to adapt, communicate, and think strategically.



AT A GLANCE

SET UP

Can be experienced two ways:

MULTI-COMPANY PROGRAM

Share insights, experiences and knowledge with other companies across varied industries.

CUSTOM PROGRAM

Highly personalised solution based on your culture, current business challenges and strategic issues.

IDEAL FOR

- High-potential functional managers identified for expanded responsibility
- Experts in their field seeking a strong foundation in business fundamentals
- Managers positioned to grow into broader general management or larger team leadership roles
- Experienced in functional management, typically without an MBA

FORMAT

In-person on CEDEP campus at Châteaufort, Cély-en-Bière, France. And international location upon request.

DURATION

7.5 days

PROGRAM DIRECTOR



Guido VERSWIJVEL
Owner and managing director of GUCY Management, an active investor and strategic advisor for the ambitious and growth-oriented enterprise. Professor of Entrepreneurship at INSEAD

TUITION FEES

€5,850
€5,490 from 10 to 20 participants
€5,130 > 20 participants
Board & Accommodation (excl.tax)
€2,565

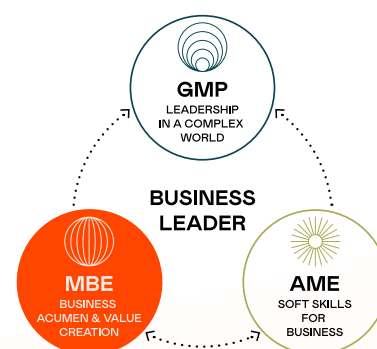
PROGRAM AGENDA

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6 & 7	DAY 7
THEORY OF THE FIRM	CUSTOMERS & MARKETS	SUPPLY CHAIN MANAGEMENT	NEGOTIATIONS	SUSTAINABILITY	FINANCE & COMMERCIAL ACUMEN	LEADERSHIP
Understand the context & business environment in which a firm operates. Develop a framework to make strategic choices with a focus on market/innovation centred choices.	Review the key responsibilities of marketing in a world of changing customer values. Understand and develop value propositions.	Leverage supply chain management to drive value creation, competitive advantage, and organizational transformation.	Build acumen to negotiate effectively, maximize value, and foster lasting relationships.	Understand global sustainability and empower managers to drive systemic, organization-wide sustainable practices.	Develop strategic, financial, and operational skills to drive business performance and shareholder value. Practice these skills through a Business Simulation.	Enhance strategic thinking by assessing, exploring key dimensions, and developing effective mindsets.

PROGRAM HIGHLIGHTS

The CEDEP MBE delivers an immersive, experiential learning journey designed to build business acumen and strategic perspective.

- Equips participants with a holistic view of business through lectures, group discussions, simulations, games, and case studies that connect individual functions to firm strategy and industry trends.
- Develops “T-shaped leaders” who can engage stakeholders beyond their expertise, gain support for initiatives, and shift from functional optimization to creating value across the organization.
- Features evening sessions with business leaders and program directors who share real-world challenges, failures, and successes.
- Fosters reflection, self-discovery, and best-practice sharing in a safe, collaborative environment that surfaces hidden strengths and expands strategic thinking.
- Concludes with a foundation of business fundamentals and a broadened perspective that enables sustainable growth and long-term impact.



THE CEDEP MBE IS ONE OF OUR THREE FLAGSHIP PROGRAMS, which are designed to complement each other or can be taken individually.



CEDEP is a not-for-profit executive education club that empowers leaders to navigate an ever-changing business world and shape organizations for more sustainable and positive impact. In collaboration with our global ecosystem of members, clients, faculty, and industry experts, we co-design transformational leadership development programs that provide a unique space to challenge conventions, collaborate, and succeed together.

For more information
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Visit www.cedep.com to learn more