

# Shaping the Next Generation of Leaders

Online Mini MBA (MMBA)

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[www.upskilled.edu.au](http://www.upskilled.edu.au)



# About Upskilled

**42K**

Students trained

**3.8K**

Active Students

**4.7 ★**

TrustPilot rating

**16+**

Years of Training  
Excellence

**100+**

Industry Recognised  
Courses offered

**100%**

Online & Flexible

## Award-winning online education and training provider

At Upskilled, we believe in the transformative power of education. Founded in 2009, our mission has been to make high-quality, industry-relevant training accessible to everyone. Today, Upskilled is one of Australia's largest online learning providers, offering a wide range of courses across industries, including IT, business, leadership, and community services.

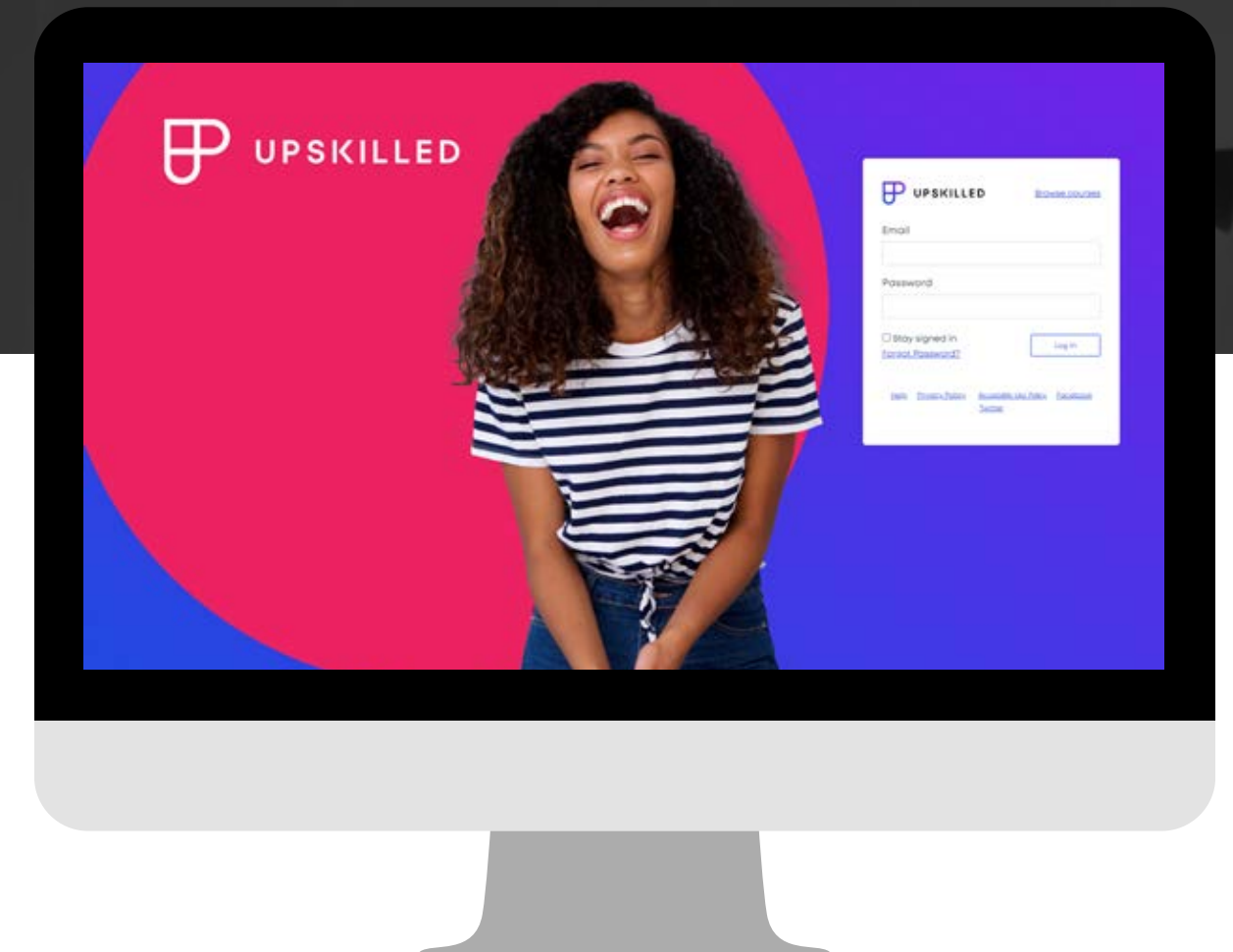
# About Upskilled

Award-winning online and blended student experience!

Upskilled Wins 2024 EC-Council ATC Best Newcomer Award for Excellence in Cybersecurity Training

Upskilled - 2021 Online Learner Experience category winner at the Australian Training Awards

Upskilled - 2022 Gold Award Winner for Best Learning Model - Online - at the LearnX Training Awards



# Why Mini MBA? (MMBA)

The Upskilled Mini MBA (MMBA) isn't just about learning—

it's about equipping you for **career transformation** and **new opportunities**, setting you up for **lasting success**.





# Designed to Meet Your Needs

We listened to what successful business leaders admire and built the Mini MBA (MMBA) to provide the knowledge you need to succeed.

With a focus on:

- Flexibility
- Real-World Skills
- Impact

The MMBA prepares you for your next career move with confidence.



**Flexible**



**Focused**



**Future-ready**

# Why MMBA?

# 66%

of professionals prefer  
flexible learning formats  
when it comes to an MBA

## FLEXIBLE

You need a learning experience that  
**works and fits around your career and  
lifestyle demands, not against them.**

Our MMBA is:

- 🎯 Learn Anywhere, Anytime - **100% Online**
- 🎯 Your Pace, Your Schedule - **Self-paced!**
- 🎯 Learn and benefit in weeks - **not years!**

# Why MMBA?

## FOCUSED

77%

of professionals like you  
want an MBA that  
integrates real-world skills—  
**designed in consultation  
with employers.**

Our MMBA recognises skills and experiences built around **real business challenges**, ensuring every module delivers you **practical, employer-valued skills.**

- 🎯 **Built by Industry Experts**
- 🎯 **Industry-Aligned Content**
- 🎯 **Business-Centric**

# Why MMBA?



## FUTURE-READY

57%

of professionals have used their MBA to elevate their careers—  
**now it's your turn.**

Our MMBA ensures you're ready to **lead, adapt, and thrive with management confidence** in your future.

- 🎯 **Bridge the Gap to Leadership**
- 🎯 **Get Boardroom-Ready**
- 🎯 **Fast-Track Your Promotion**



# Who the MMBA benefits most

## PROFESSIONALS

Experienced professionals and middle management looking to grow, develop skills and move up the career ladder.

## RETURN TO WORK

Professionals re-entering the workforce, transitioning into management or new industry.

## BUSINESS OWNERS

Entrepreneurs and business owners wanting to scale and structure their businesses with improve strategy, operations, and smarter outcomes.

# The Brands that Trust Us

**42,000+**  
Successful Enrolments

**500+**  
Businesses Engaged

**4.7+**  
TrustScore on TrustPilot



# For the MMBA, we built the best with the best.

## Dr. Andrew Roberts - PhD

We crafted the MMBA with a seasoned leader, educator, and entrepreneur with over 20 years of C-level executive experience across financial services, technology, and professional services industries.

Designed by a Proven Leader  
Expert-Led & Industry-Tested  
Global Insights, Practical Strategies



[View Profile](#)

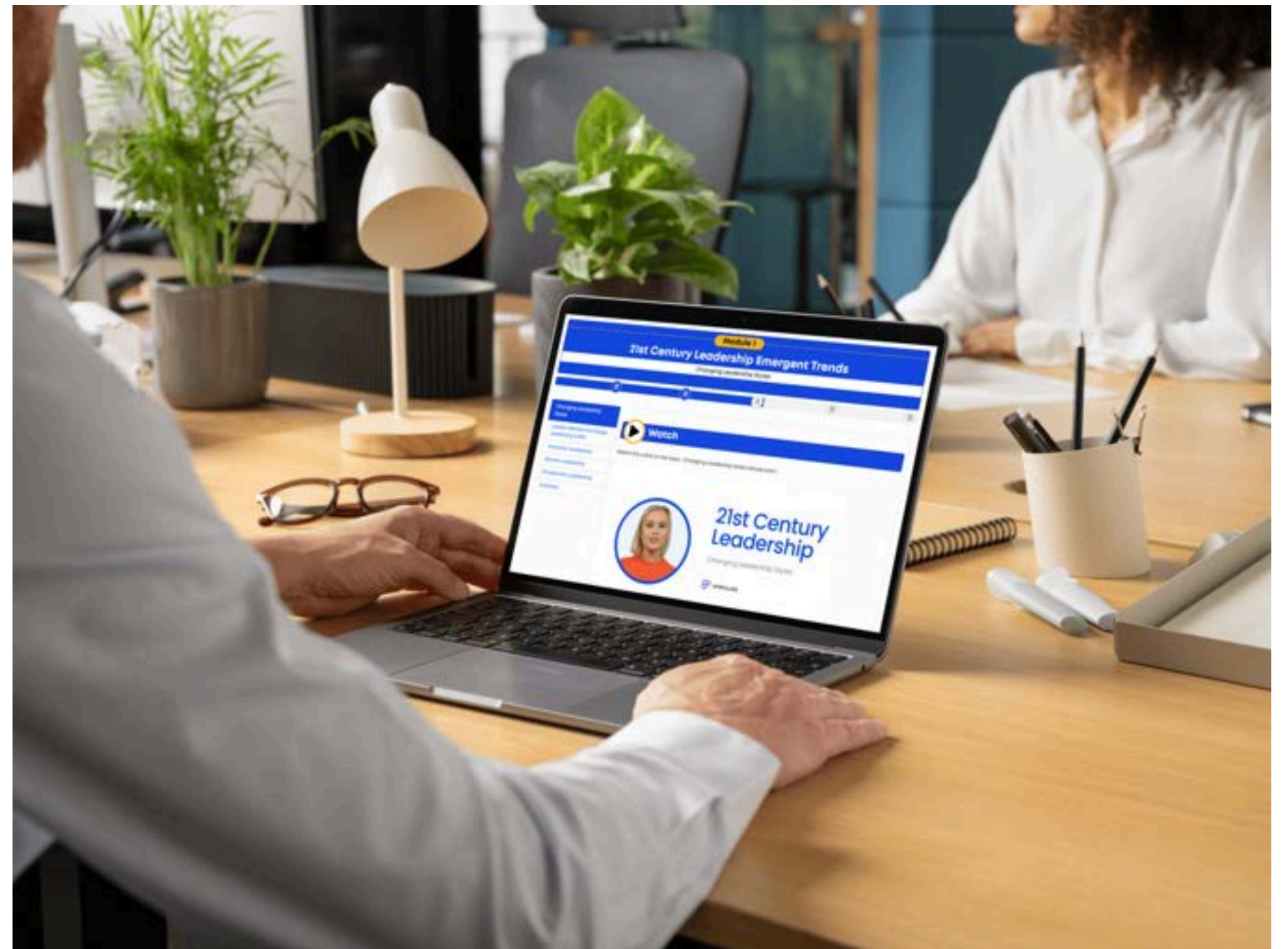
Connect: 



# Your Learning Platform Overview

You access the MMBA through **MyUpskilled**, a **user-friendly online platform** designed to meet your flexibility and engagement.

You have 24/7 access to interactive modules, real-world case studies, and leadership development tools—allowing you to learn **at your own pace from anywhere.**





# MMBA Structure



## Mini MBA in Leadership and Strategy

### Core Units

21st Century Leadership

Strategy Making

Entrepreneurship & Innovation

Ethics & Governance

Digital Marketing

Understanding Numbers

Managing People and Culture

Change Management

## Replace any core unit to Specialise in



Environmental, social, and governance

ESG & Impact



Information Technology

IT Management



Marketing

Marketing Essentials



Human Resources

Resilience, Stress Management & Wellbeing

Core Module

# 21st Century Leadership

| Study Time: 4 Hours

| No. of Modules: 4

Participants will explore emerging **leadership trends**, examining modern challenges, evolving paradigms, ethics, culture, and gender in leadership.

They will also learn **how leadership impacts team performance and organisational success**, while developing strategies to assess and enhance their own leadership capabilities.



Core Module

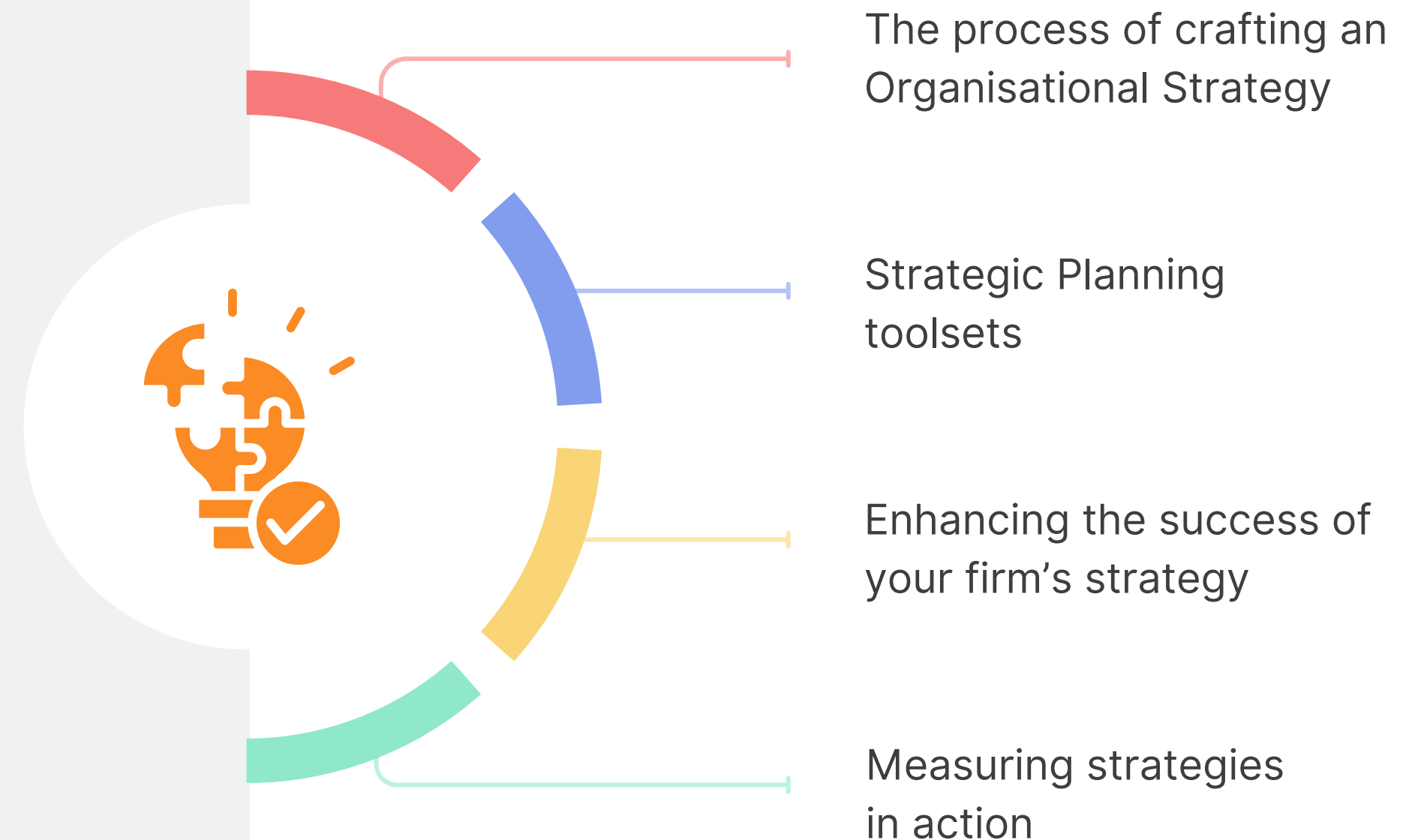
# Strategy Making

Study Time: 4 Hours

No. of Modules: 4

Participants will gain a comprehensive understanding of the **Strategic Management Process**, exploring strategy development, competitive positioning, and execution frameworks. They will learn how to apply **strategic tools, assess market opportunities, and develop a strategic mindset** to drive business success.

The module also covers key leadership roles in **strategy execution and performance measurement** for sustained competitive advantage.



Core Module

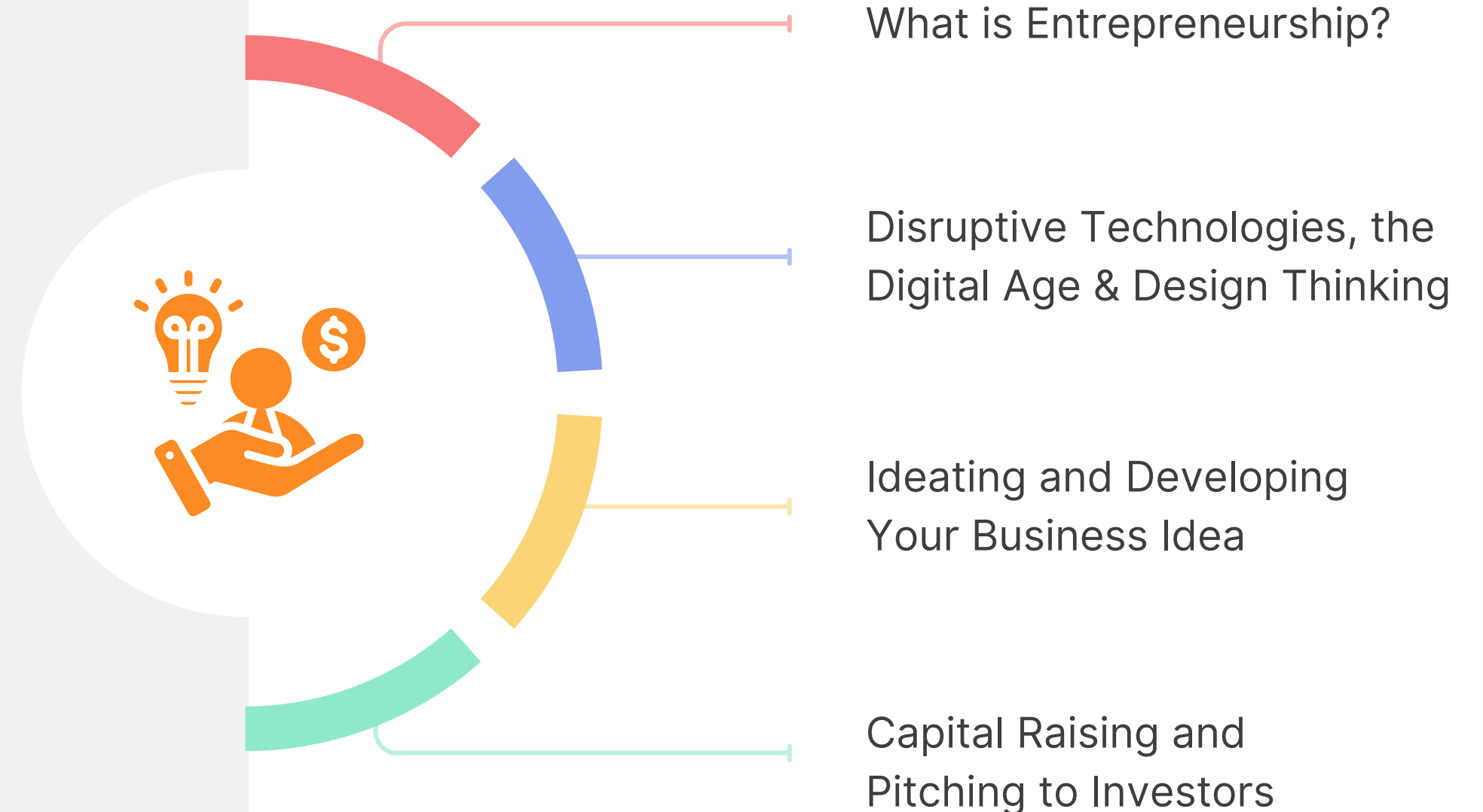
# Entrepreneurship & Innovation

Study Time: 4 Hours

No. of Modules: 4

This module equips participants with the skills to **generate, develop, and evaluate innovative business ideas**. They will explore entrepreneurship, business models, and disruptive innovation, applying lean startup principles and design thinking to create viable ventures.

Participants will also learn how to **assess opportunities, secure investment, and communicate ideas effectively** to drive business success.





Core Module

# Ethics & Governance

Study Time: 4 Hours

No. of Modules: 4

This module explores ethics and governance in modern organisations, **covering ethical frameworks, corporate social responsibility (CSR), and governance models.**

Participants will learn to apply ethical decision-making, develop governance procedures, and assess compliance with global standards. Through real-world examples, they will gain the **skills to handle ethical challenges and strengthen corporate accountability.**



Core Module

# Digital Marketing

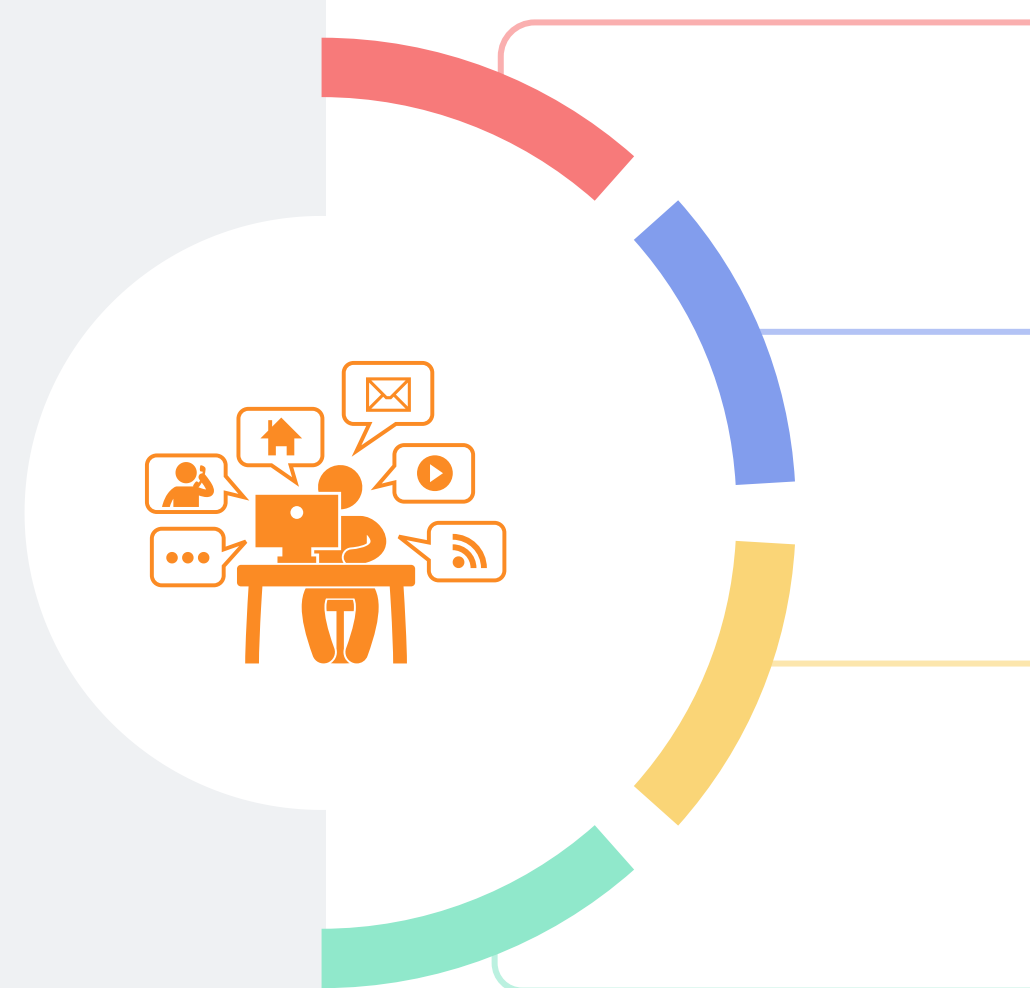
Study Time: 4 Hours

No. of Modules: 4

This module provides a comprehensive understanding of digital marketing and its role in modern business.

Participants will explore key **digital strategies, emerging technologies like AI and Machine Learning, video marketing, and social media.**

They will learn how to develop effective digital marketing strategies, leverage branding tools, and assess evolving trends to drive business success in the digital age.



What is Digital Marketing & Emerging Technologies?

The Role of Video and Social Media

Developing an Effective Digital Marketing Strategy

Evaluating Current and Future Trends in Mobile and Digital Marketing

Core Module

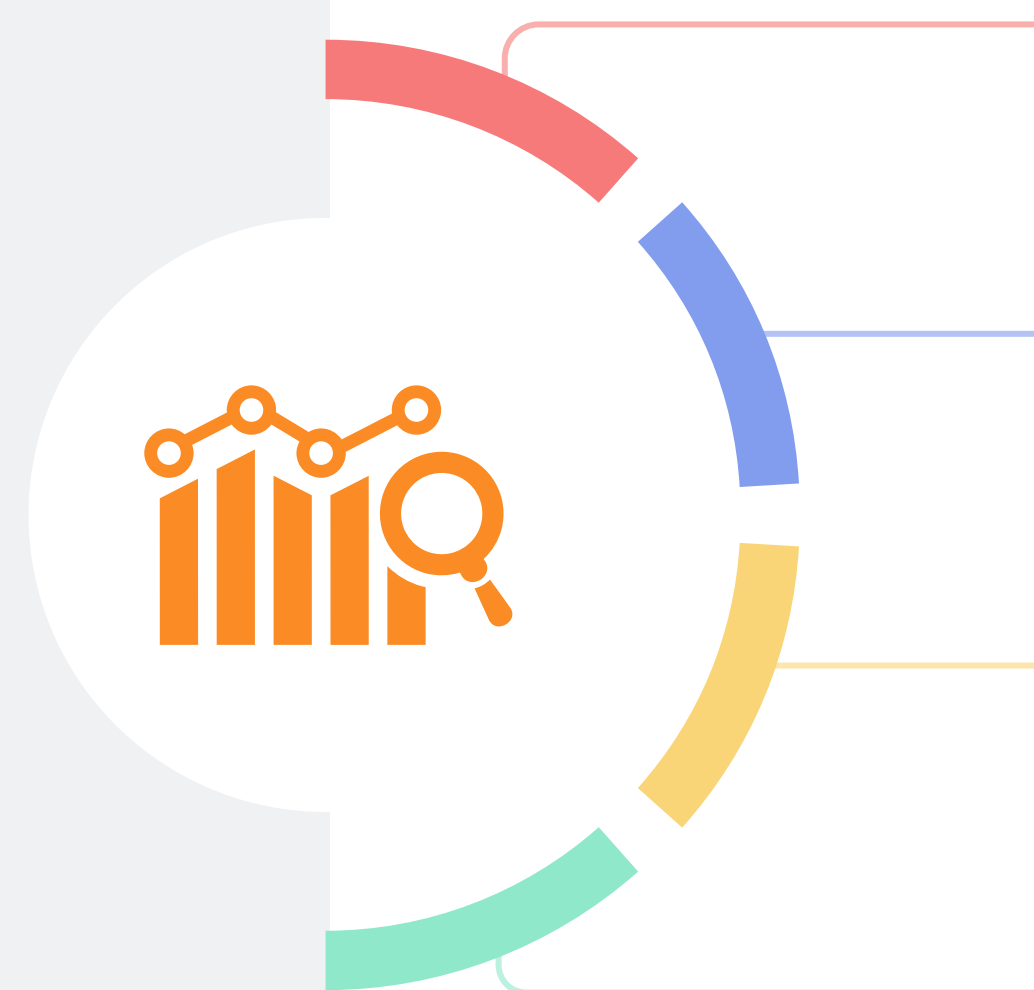
# Understanding Numbers

Study Time: 4 Hours

No. of Modules: 4

This module provides a practical understanding of financial management and how **data-driven decision-making** impacts business success.

Participants will explore **financial principles, risk management, investment valuation, and financial reporting**. They will also learn how to work effectively with accountants and auditors, interpret key financial metrics, and leverage data to drive business growth.



The Role of Financial Managers

Principles of Financial Management and Reporting

Data and Investment Decision-Making

How to Maximise Your Firm's Financial Growth

Core Module

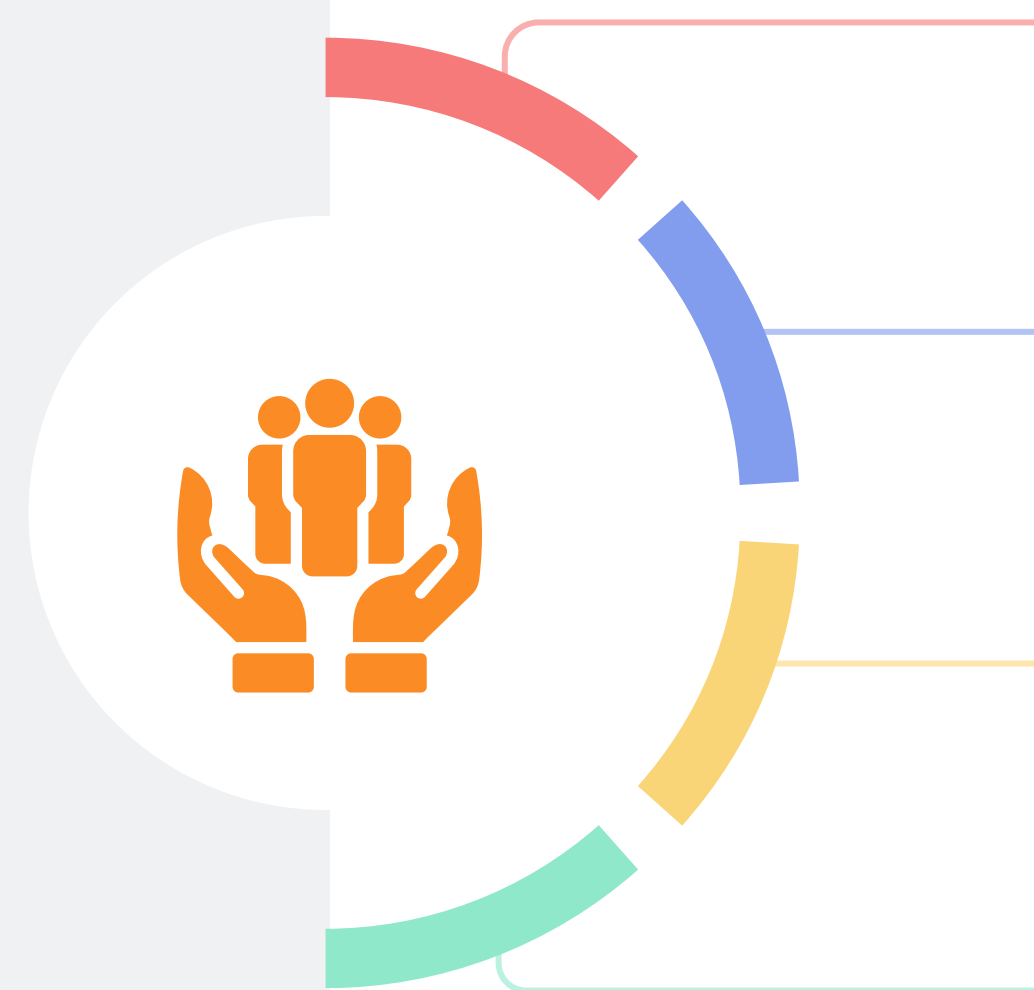
# Managing People & Culture

Study Time: 4 Hours

No. of Modules: 4

This module explores modern people and **culture management**, focusing on HR **planning, recruitment, organisational culture, and ethical leadership**.

Participants will learn how people management drives business success, understand emerging trends in workforce engagement, and develop strategies to foster a positive, high-performance culture.



The Role of People & Culture

What Does a Great Organisational Culture Look Like?

The Future of People and Culture Management

Emergent Ethical and Social Issues for Organisations



## Core Module

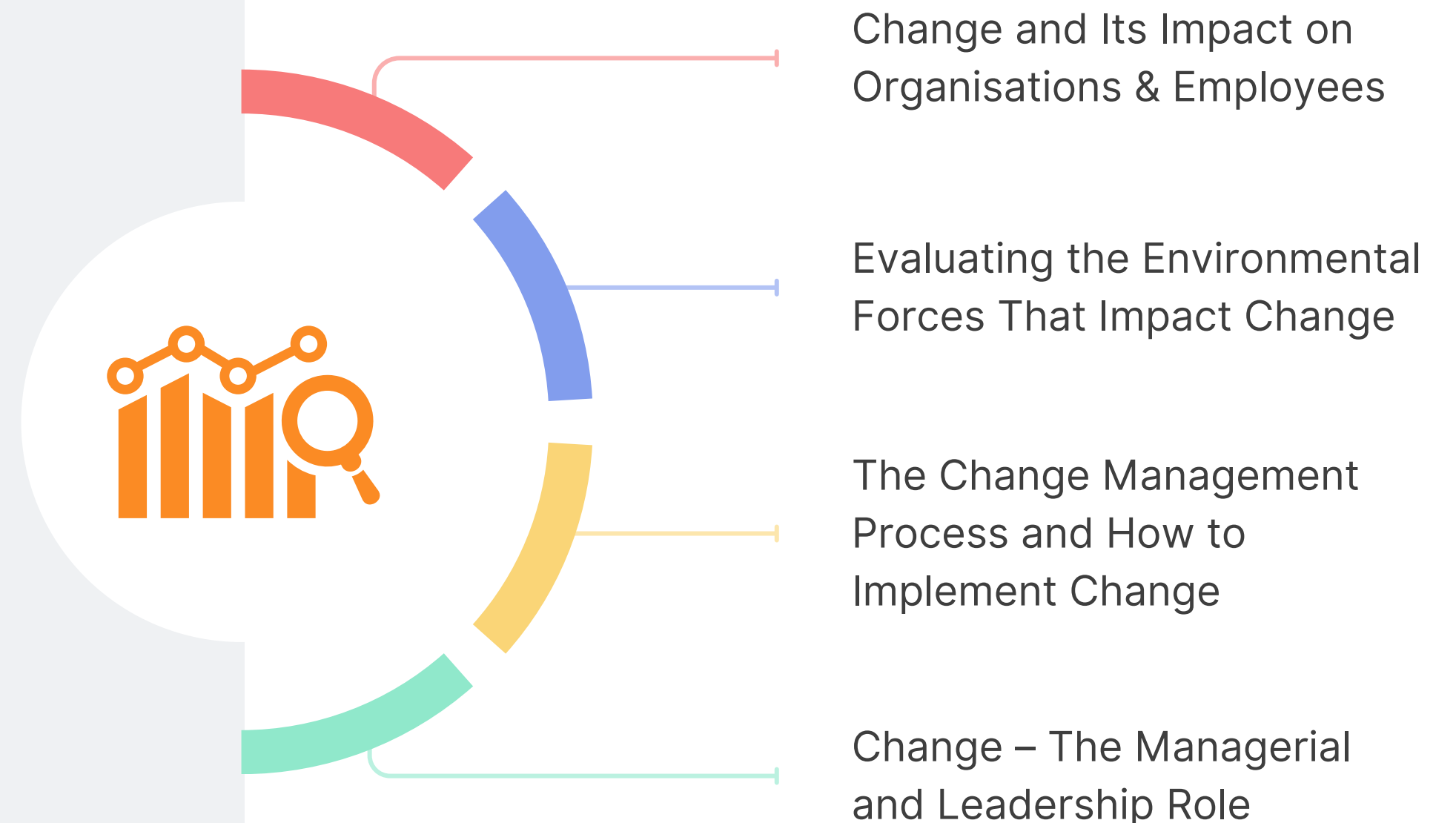
# Change Management

Study Time: 4 Hours

No. of Modules: 4

This module equips participants with the skills to **navigate and lead organisational change**. They will explore internal and external forces driving change, strategies for implementation, and leadership's role in successful change management.

By understanding how to **diagnose, plan, and measure change**, participants will be prepared to create resilient, change-ready organisations that sustain competitive advantage.



## Specialisation Module

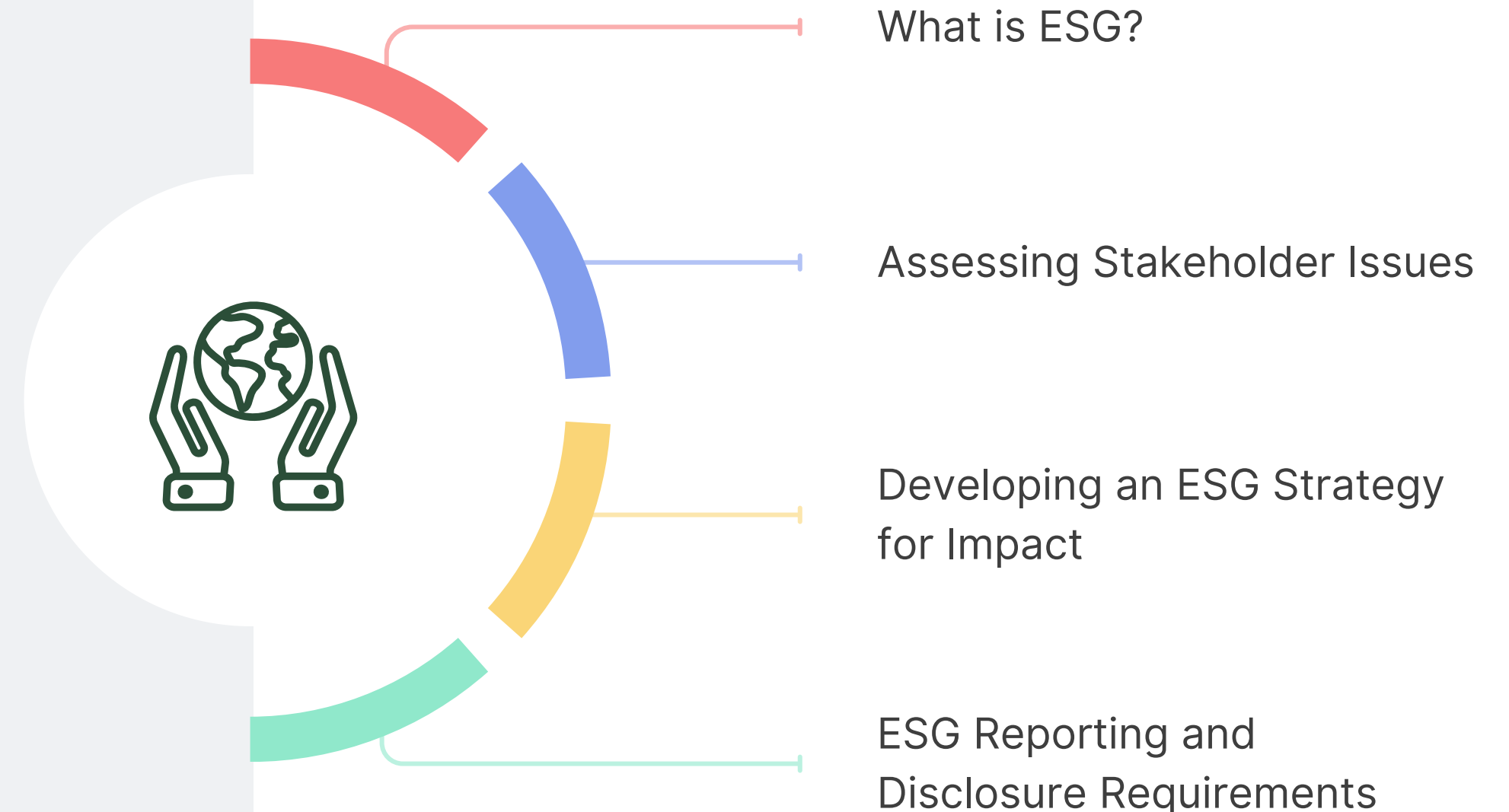
# ESG & Impact

| Study Time: 4 Hours

| No. of Modules: 4

This module equips participants with the skills to **navigate and lead organisational change**. They will explore internal and external forces driving change, strategies for implementation, and leadership's role in successful change management.

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Specialisation Module

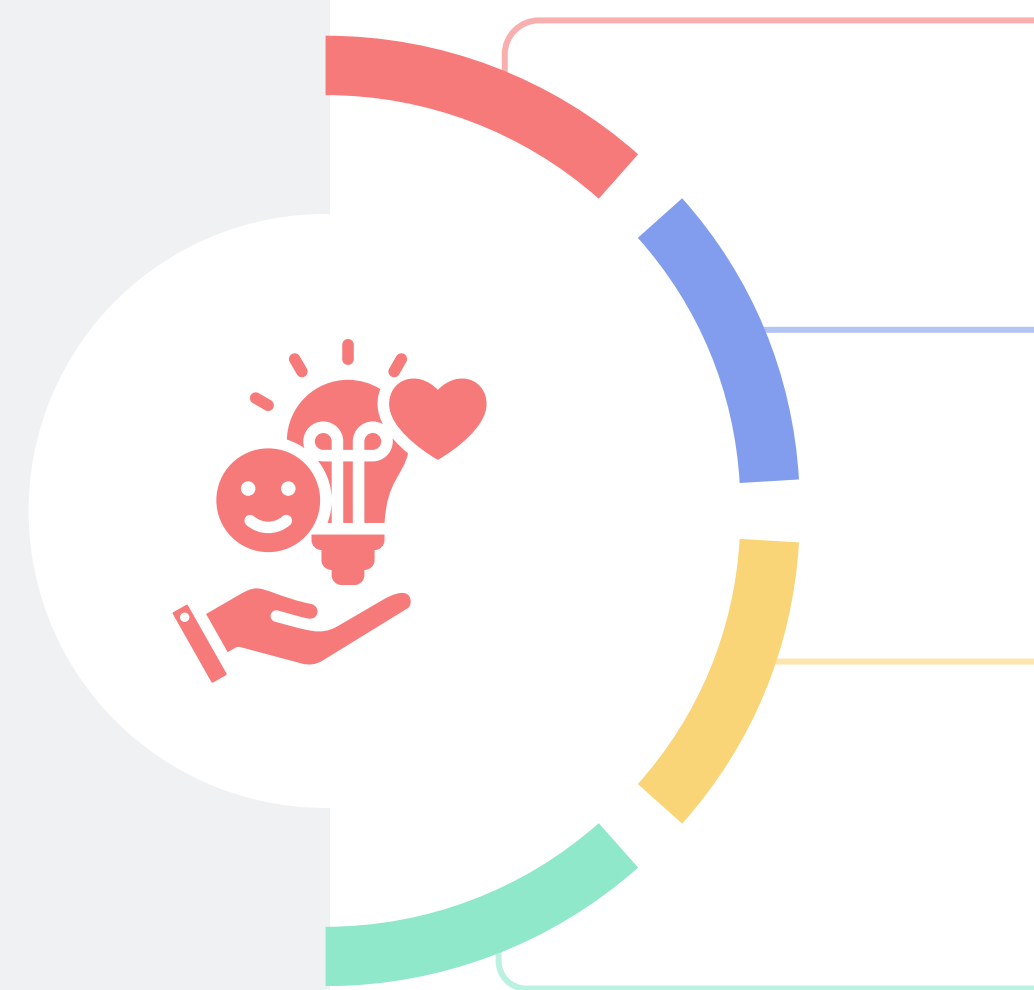
# Resilience, Stress Management & Wellbeing

Study Time: 4 Hours

No. of Modules: 4

This module explores the **importance of resilience and wellbeing** in personal and professional contexts. Participants will learn how to evaluate and strengthen their resilience, manage stress effectively, and **foster a culture of wellbeing in teams and organisations**.

Through real-world scenarios and practical exercises, they will develop strategies to enhance individual and collective resilience, ensuring long-term adaptability and success.



What Do We Mean by Resilience and Wellbeing?

Evaluating Your Resilience and Wellbeing

What Do We Mean by Team Resilience and Wellbeing?

Implementing and Crafting Cultures of Wellbeing

## Specialisation Module

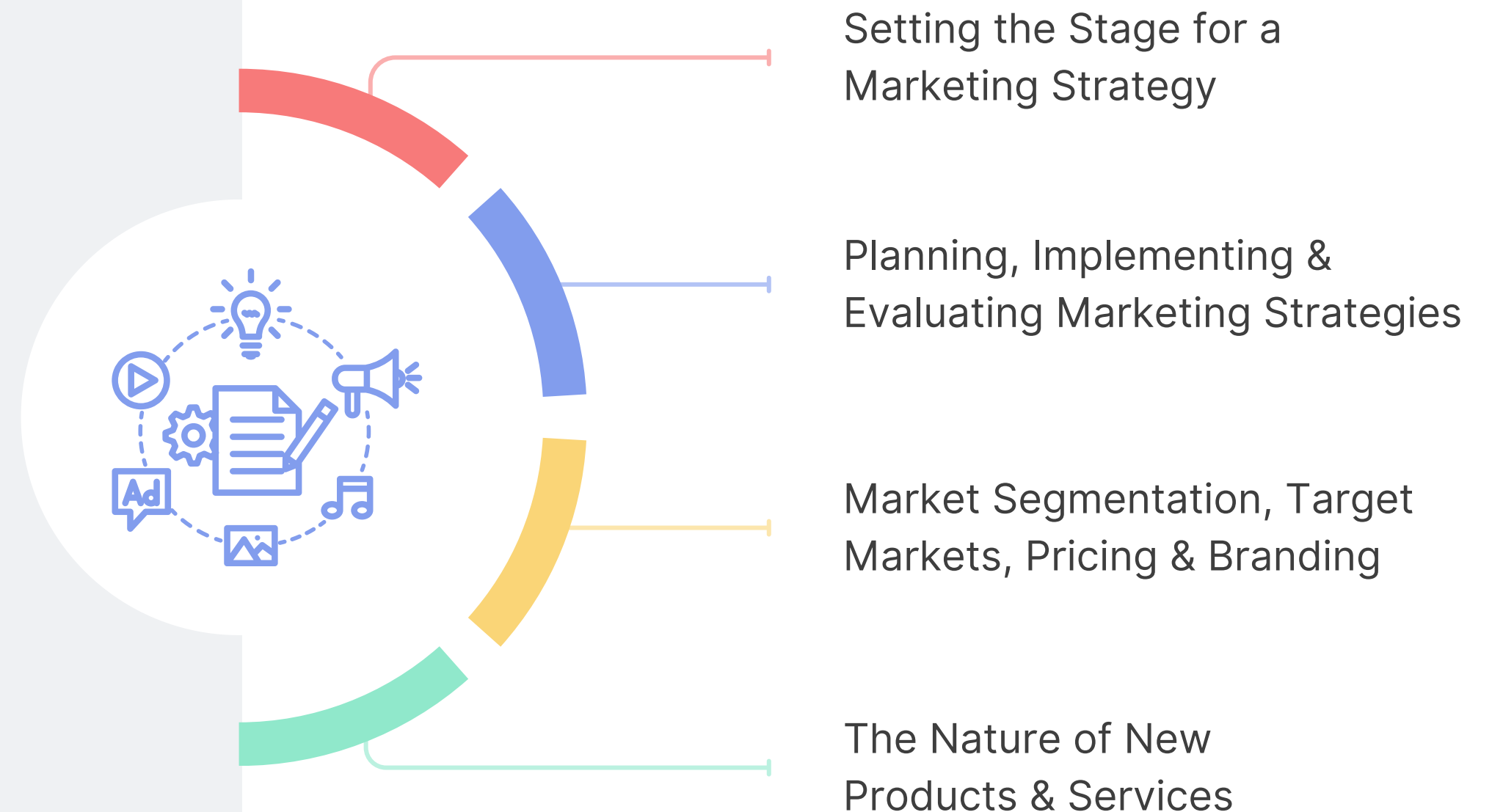
# Marketing Essentials

Study Time: 4 Hours

No. of Modules: 4

This module provides a comprehensive understanding of the Strategic Marketing Process, including environmental scanning, **brand positioning, and market strategy development.**

Participants will explore **marketing tools, segmentation, pricing strategies, and brand development**, learning how to create and implement marketing plans that drive competitive advantage in domestic and international markets.





## Specialisation Module

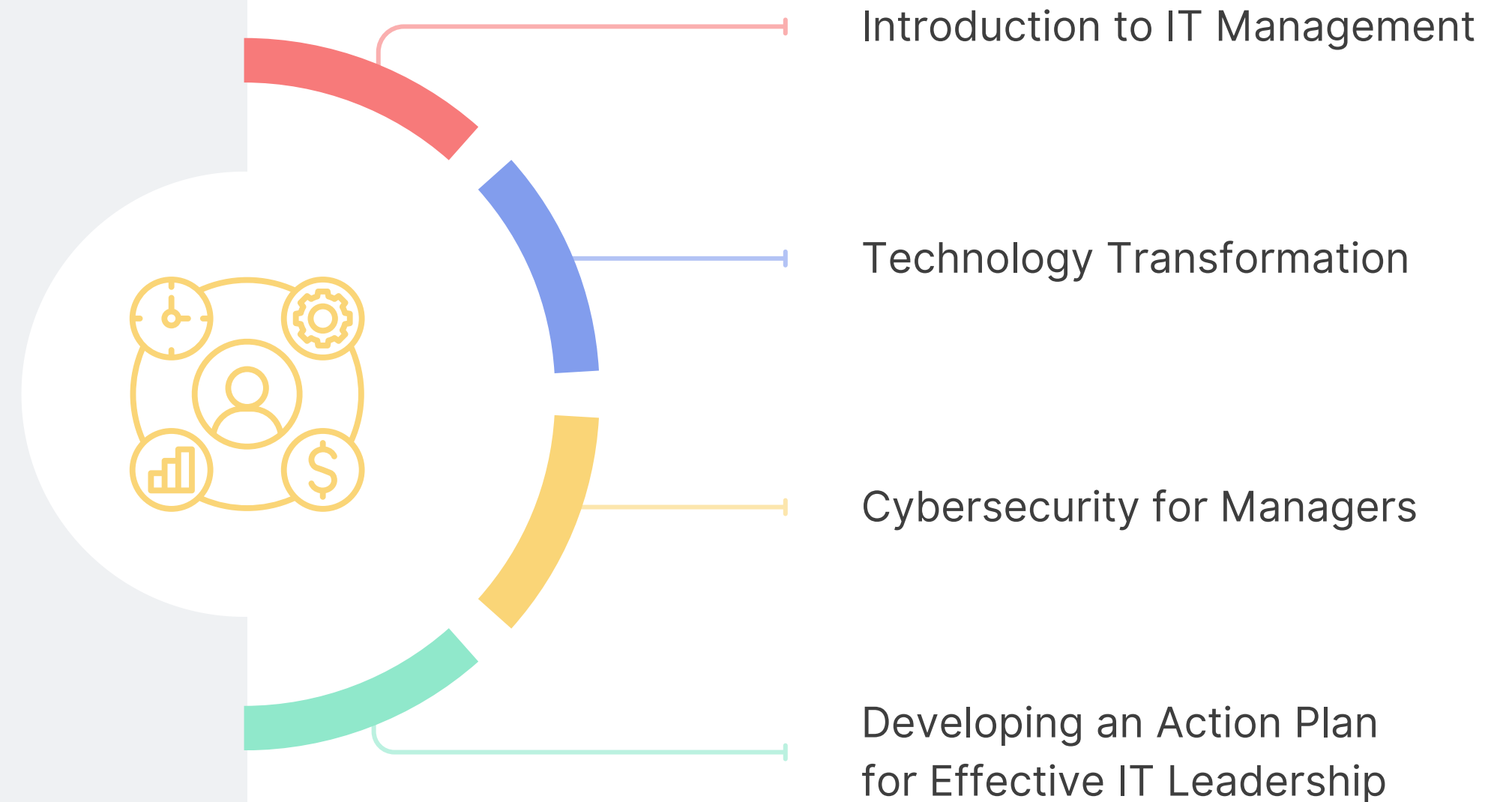
# IT Management

Study Time: 4 Hours

No. of Modules: 4

This module provides managers with a comprehensive understanding of IT management, covering emerging trends, **technology transformation, risk assessment, and cybersecurity**.

Participants will learn how to **lead IT teams effectively**, evaluate IT performance, manage technology projects, and respond to cybersecurity threats, ensuring their organisations remain agile and secure in a rapidly evolving digital landscape.



# Affordable, Scalable, Impactful

The MMBA is designed to support businesses of every scale...

from small teams to enterprise-level groups.



## PRICE PER PERSON

0 - 9

\$3,450

10 - 29

\$3,300

30 - 59

\$3,150

60 - 99

\$3,000

100+

Get in touch

# Meet the team



**Domenic Panaccio**  
Chairman



**Joel Gage**  
Founding Director



**Jason Cachia**  
Director



**Sadiq Merchant**  
CEO - UPSKILLED



**Dr. Andrew Roberts - PhD**  
Program Designer



**Sara Vukasinovic**  
Account Manager



# Get in touch!

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