



Jolt's Not-An-MBA programme

CURRICULUM

230 Hours of:

29

Single classes

36

Workshops

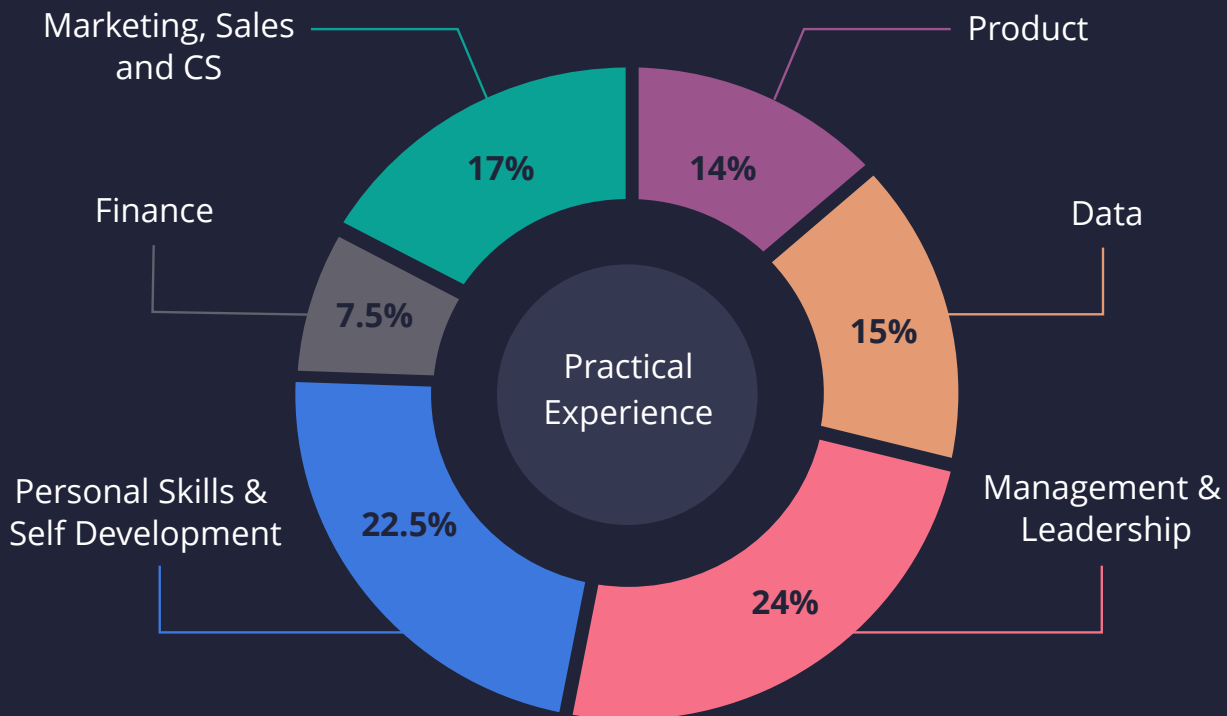
10

Mini-Courses

6

Projects

CORE CONTENT



SYLLABUS

1 MANAGEMENT & LEADERSHIP

- Agile Project Management
- Maximize Your Team
- How to Influence Without Authority
- How To Negotiate With Important Work Relationships
- How to collaboratively negotiate win/win outcomes
- Managing Tasks with Project Management Systems
- Networking: Let's Grab Coffee
- Building a Brilliant Team

Building Relationships & Expectations With The People You Work With

From San-Fran to Berlin: Connect between Distributed Teams

Case Study: Re-design your Company Structure

Cross-Cultural Management

Run Productive Meetings

OKRs: How to Measure Business Performance

(Based on the Measure What Matters Best-Selling Book)

What it Takes to Become a Skilled Interviewer

Making Difficult Decisions

(Based on The Hard Things about the Hard Things Best-Selling Book)

How to Hire the Right People (Based on the Who Best-Selling Book)

Leading Changes in Your Team

Case Study: How to Survive a Company Crisis

Outsource vs. In-House

2 DATA

Data-Driven Decision Making

Working with Database

Data Collection: Best Methods & Tools

From Question to Pitch

Improve Sales, Marketing and Support processes with HubSpot (CRM)

How To Use Google Analytics to Drive Business Insights

Using Data Every Day With Google Sheets

Data Visualisation

3 PRODUCT

Create Your Own Business Canvas
Masters of Scale - Intro to Scale Culture
Introduction to UX & UI Design
Product: From Scratch to Feature
How to Automate Processes with Zapier
Wix: How to Build A Killer Landing Page
Lean Startup: How to Build & Launch a New Product
(Based on The Lean Startup Best-Selling Book)
Competitive Analysis: Identify your Unique Advantage
How to Achieve Product-Market Fit
A/B Testing: Main Principles
How to Build Habit-Forming Products
(Based on the Hooked Best-Selling Book)

4 FINANCE

Intro to Managerial Finance: Budget & P&L
An Essential Guide to Unit Economics for Startups
Everything you Need to Know about Fundraising for Startups
Setting the Right Price for Your Product

5 PERSONAL SKILLS & SELF DEVELOPMENT

Presenting Your Ideas with Persuasion

Work Smarter, Not Harder: Best Practices for Managing your Calendar

Productivity Tactics: Master your Day

How to Negotiate your Next Salary

Start Negotiating Price like a Pro

Solve Complex Problems with Design Thinking

Provide Feedback that Works

Personal Skills & Self Development

The Four Stages of Career Development: Where Do You Stand?

What are Your Strengths?

Face your Biases

Design Powerful Presentations using Google Slides

Storytelling Techniques for Communicating Better

Finding a Career that's Right for Me

Crafting win-win-win Solutions at Work

Craft your Personal Brand

How to Make People Like You? (Based on the How to Win Friends and Influence People Best-Selling Book)

6 MARKETING, SALES AND CS

Behavioral Economics: What Really Drives your Customers?

How to Build Marketing Funnels

Create a Marketing Message that Works

Intro to Google Ads & Secret Methods

First Steps towards Creating an Engaging Community

Gain Competitive Advantage using Growth Hacking
Create and Send Effective Newsletters with MailChimp
Client Acquisition with LinkedIn & Email
Intro to PPC: Facebook & Instagram Marketing
Customer Service: Retention & Churn
How to Provide Outstanding Service
(Based on the Delivering Happiness Best-Selling Book)
Questioning Techniques To Ace Business-Sales Opportunities
Define the Persona of Your Target Audience
Achieve Explosive Customer Growth
(Based on the Traction Best-Selling Book)

Apply And Check Suitability