



Program Director  
Rhona Berengut

# Schulich Mini-MBA: Essentials of Management



## How do I know if the program is right for me?

It's right for you if you are an **experienced leader who hopes to be promoted, or who has taken on new areas of responsibility and requires diverse business skills.** You may also be a busy executive who has not updated your business knowledge in a number of years, and **you are contemplating doing an MBA or EMBA.** The program parallels topics of our world-renowned MBA in a condensed format and **serves as an excellent "trial" for a full MBA.**

## What educational and work background do I need?

We recommend this program to **any manager with a minimum of five years direct management experience.** Given the advanced content, it is **recommended to have completed university or college education, however it is not a prerequisite,** as the right combination of experience, education and motivation will prepare you sufficiently.

## Find Out More Today!

Visit [seec.online/11589](http://seec.online/11589)

1. Watch a brief **video introduction** by Program Director Rhona Berengut.
2. Join Rhona for a **free 1-hour online information session.** Once you register, you will be sent your login details.
3. For **program content related questions,** ask Rhona directly:  
Tel: 416.736.5079  
Toll free: 1.800.667.9380  
e-mail: [rberengut@schulich.yorku.ca](mailto:rberengut@schulich.yorku.ca)

## A Convenient Blended Learning Program

The program is composed of a cross-section of our **top MBA subjects to help you build a complete 'skill-set' in a full range of disciplines** that today's successful leaders need.

**Highly interactive classroom experiences are supplemented with video lectures and pre-session readings.**

Complete your Mini-MBA Certificate in less than three months with three class modules covering 13 MBA subjects (Thursday – Saturday), and technology enhanced lectures and self-paced learning between class sessions.

## Registration Details

### Program Date, Location & Time

**February 1 - March 17, 2018**

The Miles S. Nadal Management Centre,  
222 Bay St., 5th Floor, Ernst & Young Tower,  
Toronto, Ontario M5K 1K2

**April 19 - June 23, 2018**

Executive Learning Centre, Schulich School  
of Business, York University,  
4700 Keele Street, Toronto, ON M3J 1P3

**Sessions run:** 9:00 a.m. - 5:00 p.m.

9 days over 3 months + self-paced modules

### Program Fee:

\$9,950 CDN + applicable taxes

- Fee includes program tuition, teaching materials, lunches and refreshments.
- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable prior to the start of program.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about a convenient tuition payment plan, or about multiple registration discounts from one organization.
- Modules, speakers, topics, dates, fees, and locations are subject to change.

### Optional Accommodations

To enhance your learning experience, participants receive a special corporate rate at the The Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at The Nadal Management Centre). For details please visit the **Contact and Locations** section of our website.

### Administrative Inquiries

Tel: 416.736.5079 | Toll Free: 1.800.667.9380  
e-mail: [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)



**Schulich**  
School of Business  
Executive Education Centre



To reserve your spot  
visit us online today:  
[seec.online/11589](http://seec.online/11589)



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School of Business  
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UPCOMING PROGRAM DATES

Feb. 1 - Mar. 17, 2018

Apr. 19 - Jun. 23, 2018

9 days over 3 months  
+ self-paced modules

# Schulich Mini-MBA: Essentials of Management

Prepare for your new leadership role.

## Program Insights Include:

Moving beyond the perspective of a single position to make decisions which integrate across the organization.

Clarifying and verifying assumptions about the purpose and intent of the different functional areas and how they fit together.

Renewed confidence associated with being able to communicate with senior management more effectively about a full range of business disciplines.



Receive 63 PDUs towards your PMI®  
Continuing Certification Requirements  
• Technical: 13 • Leadership: 25  
• Strategic and Business Management: 25



**Schulich**  
School of Business  
Executive Education Centre



# Prepare for more senior roles and responsibilities.

Gain the essential leadership competencies in a timeframe that works for you.

Finally, there is a leadership program that delivers current MBA subjects **in a practical time-frame for busy executives**. The Schulich Executive Education Centre has pioneered a concise Mini-MBA Essentials of Management program to provide you with **current robust business competencies directly applicable to real workplace situations**.

The *Schulich Mini-MBA: Essentials of Management* program is designed as a technology-enhanced program, allowing for **highly interactive classroom experiences that are supplemented with video lectures and pre-session readings which you do at your own pace**. Participants will receive current knowledge in over a dozen MBA course subjects – from marketing to finance – preparing them to become highly agile leaders in key business areas.



## Here's what makes this program ideal for any busy leader on the go who is looking to update their competencies:

1. **Top MBA subjects only:** Immerse yourself in the top MBA subjects that will improve your leadership and management effectiveness.
2. **Fill-in essential learning gaps for career success:** Develop integrated business competencies including marketing, finance, strategic planning, supply chain, HR, new technology and business negotiations.
3. **Three Convenient Class Sessions & Online Class-Prep:** Attend one 3-day class in each of the three months of the program. Between classes, work on assignments with full video and online support.
4. **You will work directly with instructors from our world-class Schulich MBA and EMBA faculty** – consistently rated among the top in the world.
5. **Apply your learning to a current workplace project:** ideal for sponsoring organizations.
6. **Participate in our integrated group project** – modelled after Schulich's renowned MBA 601 Case Study – allows you to synthesize your learning and receive valuable feedback from expert judges.

# Schulich Mini-MBA: Essentials of Management

Whether you are thinking you need to enhance your business acumen or are contemplating doing an MBA or EMBA, this Mini-MBA certificate will **provide the expert competencies and access to what has made the Schulich School of Business MBA the #1 program in Canada and our EMBA one of the best in the world.**

Study over a dozen of the top MBA course subjects, taught by the same faculty who teach in the MBA and EMBA programs. **You will be trained to ask tough questions, think critically, and make informed and timely decisions.** Plus experience a great course feature – our “Mini-MBA” team project – a condensed version of the very project all Schulich MBAs complete in order to graduate.

## Register today in order to:

1. **Learn from the best.** Program faculty combined have over 30 MBA teaching excellence nominations.
2. **Expand your business knowledge** in over 13 MBA subject areas.
3. **Learn to think strategically, apply critical thinking skills, and explore the latest ideas** from the #1 Forbes ranked MBA school in the country.
4. **Apply your learning.** See your learning in action. The Schulich Mini-MBA provides opportunities to apply your learning even as you gain it.
5. **Manage your learning pace.** Using our technology-enhanced learning, optimize your learning experience through interactive classroom discussions and assignments.
6. **Extend your network.** The peer-to-peer learning environment will ensure you meet other executives from diverse industries.

## ■ Overview of Course Modules

Please note: due to faculty availability, subject order may change.

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MODULE 1: Feb. 1 - 3, 2018 | April 19 - 21, 2018

### Critical Thinking for Leaders

Leadership skills to build strong commitment and consensus to actions.

### Economic Environment of Business

Factors that affect supply and demand, the role of prices, product differentiation strategies and government policy impact.

### Strategic Management 1

Economic principles of business strategy and an analytical framework for evaluating alternative strategies.

### Marketing and Brand Strategy

Explore major marketing concepts and the role of marketing in the value creation process; The role of products, services and strategic branding in your marketing mix.

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MODULE 2: Feb. 22 - 24, 2018 | May 24 - 26, 2018

### Managing New Technologies

Link business strategy to innovative new technologies in your industry.

### Strategic Management 2 (Coaching)

Choose and define purposes and objectives of strategy, and monitor strategic performance.

### Managerial Finance

Modern investment and financing including: asset valuation, capital budgeting, risk management and performance assessment.

### Supply Chain Management

Develop a process view of operations and make key supply chain improvement decisions.

### Business Ethics and Social Responsibility

Explore the social and ethical challenges facing contemporary organizations.

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MODULE 3: Mar. 15 - 17, 2018 | June 21 - 23, 2018

### Essentials of Human Resource Management

Learn HR from a managerial standpoint with new perspectives on actively managing your own career.

### Leading Change

Uncover the nature of change and how to overcome resistance to strategic change.

### Business Negotiations

Learn, practise and refine negotiation skills.

### Presentations, Graduation and Closing

Group presentations featuring guest adjudicators, plus graduation and closing ceremonies.

Visit us online to see detailed program content or register:  
[seec.online/11589](http://seec.online/11589)



See detailed program content & register

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## Detailed Program Content

### MODULE 1

Morning

#### Critical Thinking for Leaders

The course teaches you the leadership skills to build strong commitment and consensus to actions.

- Enhance your ability to apply critical and strategic thinking to complex business problems
- Learn the thinking and reflective skills required for leadership

Afternoon

#### Economic Environment of Business

This course examines the factors that affect supply and demand, the role of prices, product differentiation strategies and government policy impact.

- Learn to identify, understand and evaluate the domestic and global forces that cause economic change
- Learn how changes in the economic environment affect business performance and strategic options

Full Day

#### Strategic Management 1

This course explores the economic principles of business strategy and teaches you an analytical framework for evaluating alternative strategies.

\* Team projects assigned.

- Understand the process of choosing and defining purposes and objectives of strategy
- Learn to formulate and implement a viable strategy and how to monitor strategic performance

Full Day

#### Marketing and Brand Strategy

This course introduces you to major marketing concepts and explores the role of marketing in the value creation process, as well as the role of products, services and strategic branding in your marketing mix.

- Learn essential marketing concepts such as buyer behaviour, segmentation, targeting, pricing, distribution and positioning
- Examine contemporary marketing strategies

- Examine the creation of new products and deletion of obsolete products in the marketing mix
- Learn how to integrate new offerings and brands

### MODULE 2

Morning

#### Managing New Technologies

This course helps you link business strategy to innovative new technologies in your industry.

- Learn what questions to ask about the viability of emerging technologies
- Learn how to assess market potential and organizational capabilities regarding emerging new technologies

Afternoon

#### Strategic Management 2 (Coaching)

Group presentations (featuring guest adjudicators for the Mini-MBA Team Project), graduation and closing.

- Explore the process of choosing and defining purposes and objectives of strategy
- Reviewing business strategy and monitoring strategic performance

Full Day

#### Managerial Finance

Study modern investment and financing including: asset valuation; capital budgeting; risk management and performance assessment.

- Learn to understand the investment decision process
- Learn the connection between organizational strategy and financial performance

Morning

#### Supply Chain Management

This course helps you develop a process view of operations and make key supply chain improvement decisions.

- Learn to understand the key operational decisions of capacity, cycle time, quality and linkages in the value chain
- Learn to create and manage a supply chain strategy

UPCOMING PROGRAM DATE:

**February 1 - March 17, 2018**

9 days over 3 months + self-paced modules

Afternoon

### **Business Ethics and Social Responsibility**

This course explores the social and ethical challenges facing contemporary organizations

- Learn strategies for dealing with social and ethical problems
- Enhance your personal moral insight

#### MODULE 3

Full Day

### **Essentials of Human Resource Management**

This course teaches you HR from a managerial perspective and new perspectives on actively managing your own career.

- Gain an understanding of the ways in which HR practices can substantially contribute a firm's performance and objectives, and address current employee issues
- Develop a personal brand and career vision

Morning

### **Leading Change**

This course explores the nature of change and how to overcome resistance to strategic change.

- Develop your capacity to foster & lead sustainable change
- Examine the challenge and nature of change and uncover why 80% of change initiatives fail

Afternoon

### **Business Negotiations**

This course provides opportunity to learn, practise and refine negotiation skills.

- Gain knowledge of the different approaches to negotiations, your own negotiation style
- Learn strategies and tactics for negotiating and resolving conflicts more effectively

Morning

### **Presentations, Graduation and Closing**

Group closing presentations featuring guest adjudicators, plus graduation and closing ceremonies.

## Program Faculty

**Learn from the best – Schulich's award winning MBA and EMBA faculty members** (read complete instructor bios online).

#### **Rhona Berengut, MBA**

- Strategic Management 1
- Strategic Management 2 (Coaching)
- Leading Change
- Presentations, Graduation and Closing

#### **Ena Chadha**

- Business Negotiations

#### **John Dalla Costa**

- Business Ethics and Social Responsibility

#### **Stephen Friedman, MA**

- Critical Thinking for Leaders
- Essentials of Human Resource Management

#### **David Johnston, PhD**

- Managing New Technologies

#### **Murat Kristal, PhD**

- Supply Chain Management

#### **Alan Middleton, PhD**

- Presentations, Graduation and Closing

#### **Beppino Pasquali, CA**

- Managerial Finance

#### **Ajay Sirsi, PhD**

- Marketing and Brand Strategy

#### **Atipol Supapol, PhD**

- Economic Environment of Business