

Personalized Learning Path Certificates

Receive a Certificate of Professional Excellence (CPE) in your area of interest – *completely customizable to you!*

Transform into your higher self.



Choose from 6 Certificate of Professional Excellence (CPE) Specializations

Business Operations and Innovation

Ideal if you oversee internal business process and systems improvement

General Management

Ideal if you oversee a wide range of business activities in your organization

Management Studies

This completely flexible learning path lets you create your certificate. Select one 5-day foundation course and select any three 2, 3 or 5 day elective programs

Marketing and Sales

Ideal if you want to advance your career in marketing and sales

Public Sector Leadership

Ideal for public sector leaders at the Municipal, Provincial and Federal levels

Strategic Leadership and Planning

Ideal for any manager, director or officer engaged in organization strategies and planning



Schulich
School of Business
Executive Education Centre





LEARNING PATHS

With over 100,000 leaders trained, an Executive Education is designed to bridge the knowledge gaps required to grow professionally. Our Certificate in Professional Excellence was created to take you one step further. Specialize in an area of your choice and advance in your career by mastering the skill sets you need to achieve personal growth.

By selecting one of six pre-packaged or personalized learning path, you are able to set your own learning goals and attain professional excellence in just three years or less. Follow the steps to customize a learning path program that is completely tailored to your career development goals.

Choose from 6 Certificates of Professional Excellence (CPE) learning paths that you customize for yourself – simply complete four courses at your own pace within a three year period.

Learning Path Participants Receive Exclusive Course Tuition Savings

Excluding your foundations program, you will receive a

- 10% savings on your second course
- 10% savings on your third course, and
- 50% savings on your final course

What are The Course Requirements/Completion Time?

To receive your Certificate of Professional Excellence you must complete one five-day Foundations program, plus three elective courses (2, 3 or five-day programs of your choice) within a 3 year time period. Attend programs in any sequence. You must complete at least one core elective program that is deemed within your field of study.

The Best Part: You will be able to create your own personalized learning journey. Plus as a learning path registrant, you save on course tuition. As a registered learning path participant receive exclusive course tuition savings. Excluding your foundations program, you will receive a 10% savings on your second course, a 10% savings on your third course and, a 50% savings on your final course.

Ready to Get Started?

Register as a Learning Path candidate. This starts with a one-to-one discussion with an adviser to identify your career goals and topic interest areas. They will then provide some learning path course recommendations. This is a complimentary service to help you evaluate and choose the best course choices for your career.

QUESTIONS? SPEAK WITH AN EDUCATION ADVISER TODAY!

Call **416.736.5079**, **1.800.667.9380** or **Live Chat on our website**

Every certificate is a personalized learning path that YOU develop. With the assistance of an education adviser, you can shape YOUR learning path to meet YOUR professional needs.

Joining a Personalized Learning Path Program is easy:

IDENTIFY
YOUR AREA
OF INTEREST

SELECT 1
5-DAY
FOUNDATIONS
PROGRAM

SELECT 3
2, 3 OR 5-DAY
ELECTIVE
PROGRAMS
(CAN BE TAKEN
IN ANY ORDER)

CALL
416.736.5079,
1.800.667.9380
OR LIVE CHAT
WITH US ON
OUR WEBSITE

REGISTER YOUR
PERSONALIZED
LEARNING PATH
PROGRAM

COMPLETE
THE FOUR
PROGRAMS
WITHIN A THREE-
YEAR PERIOD

Register Today at 416.736.5079 – It's FREE to Join



Certificate of Professional Excellence in Marketing and Sales

The Certificate of Professional Excellence in Marketing and Sales is a popular learning path because most professionals interface with these areas and can benefit from formal education in marketing and sales. This is regularly attended by all levels of management and is recommended to those in marketing and sales roles.

For complete program details, visit our website with the URL code indicated on the right: seec.online/URL

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Executive Program in Sales Management	3704	<input type="radio"/> Certificate in Critical Communication Skills	1522
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Effective Social Media for Business	1817
<input type="radio"/> Strategic Marketing Management	1503	<input type="radio"/> E-Marketing: Strategies for Success	1806
		<input type="radio"/> Key Account Management and Client Development	1011
		<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Successful Business Negotiating Strategies for Managers	0609
		<input type="radio"/> Successfully Managing People	0602
		<input type="radio"/> Successful New Product and Service Development and Innovation Strategies	1809

Certificate of Professional Excellence in General Management

The Certificate of Professional Excellence in General Management is designed for leaders with at least several years of direct management or supervisory experience. This includes directors, vice presidents, regional managers and senior officers/managers who currently play instrumental roles in leading business teams, shaping organizational policy and implementing business change. Peer-to-peer sharing of experiences is a major part of the General Management certificate.

For complete program details, visit our website with the URL code indicated on the right: seec.online/URL

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Leadership Competencies: What Senior Managers Need to Know	1512	<input type="radio"/> Critical Thinking and Strategic Problem Solving Skills for Leaders	0691
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Financial and Managerial Accounting for Non-Financial Managers: Beyond the Basics	1056
<input type="radio"/> Management 2: The Advanced Managers Course	1501	<input type="radio"/> High Impact Business Writing: Reports, Proposals, Emails and Writing for the Web	1048
		<input type="radio"/> Improving Presentation Effectiveness	0600
		<input type="radio"/> Mindful Management: The Neuroscience of Leadership	0926
		<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Successful Business Negotiating Strategies for Managers	0609
		<input type="radio"/> Successfully Coaching and Mentoring Individuals and Teams	0607



VISIT OUR WEBSITE FOR THE MOST UP-TO-DATE PROGRAM INFORMATION, DATES AND FEES

Certificate of Professional Excellence in Strategic Leadership and Planning

The Certificate of Professional Excellence in Strategic Leadership and Planning focuses on the most important foundation of a successful career in management – the ability to improve your strategic skills, plus adapt your leadership and interpersonal communication style in different situations. Exceptional leaders are not born. Strategic thinking and planning, leadership style and communications style are the skills that must be learned. Get the leadership edge!

For complete program details, visit our website with the URL code indicated on the right: [secc.online/URL](#)

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Coaching Skills for Managers and Directors	1507	<input type="radio"/> Critical Thinking and Strategic Problem Solving Skills for Leaders	0691
<input type="radio"/> Certificate in Strategic Agility	1825	<input type="radio"/> Developing a Strategic Mindset	0615
<input type="radio"/> Certificate in Strategic Enterprise Solutions	1303	<input type="radio"/> Emerging Technologies: Business Implication and Opportunities	1805
<input type="radio"/> Certificate in Strategic Leadership and Innovation	1828	<input type="radio"/> Leading Collaboratively	0605
<input type="radio"/> Executive Program in Leading Sustainable Strategic Change	1509	<input type="radio"/> Mindful Management: The Neuroscience of Leadership	0926
<input type="radio"/> Leading in a Turbulent World – The REACH Series	1826	<input type="radio"/> The Project Management Course	1801
		<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Strategic Management	1001

Certificate of Professional Excellence in Business Operations and Innovation

Organizations require skilled managers who can evaluate their business operations and lead new innovation and process improvement projects that will keep their organization advancing. The Certificate of Professional Excellence in Business Operations and Innovation teaches you how to introduce lean operational processes, create strong supply chains and use effective planning tools to create lasting innovations in your organization.

For complete program details, visit our website with the URL code indicated on the right: [secc.online/URL](#)

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Business Skills for Managers	1510	<input type="radio"/> The Business Analyst's Course	0675
<input type="radio"/> Certificate in Strategic Enterprise Solutions	1303	<input type="radio"/> Certificate in Coaching Skills for Managers and Directors	1507
<input type="radio"/> Certificate in Strategic Leadership and Innovation	1828	<input type="radio"/> Developing a Strategic Mindset	0615
<input type="radio"/> Masters Certificate in Lean Six Sigma – Black Belt	4310	<input type="radio"/> Emerging Technologies: Business Implication and Opportunities	1805
<input type="radio"/> Masters Certificate in Supply Chain and Logistics Management	3501	<input type="radio"/> Lean Operational Excellence for Service Organizations	4312
<input type="radio"/> Six Sigma Green Belt for Service Organizations	4313	<input type="radio"/> Managing in a Unionized Work Environment	0646
		<input type="radio"/> The Project Management Course	1801



VISIT OUR WEBSITE FOR THE MOST UP-TO-DATE PROGRAM INFORMATION, DATES AND FEES

Certificate of Professional Excellence in Public Sector Leadership

Advancing your career in Municipal, Provincial and Federal government requires a special set of skills. Strategic competencies, financial acumen plus strong stakeholder leadership and interpersonal skills. Receiving your Certificate of Professional Excellence in Government Leadership is a tremendous way to gain these skills, as you can customize your education choices to those areas of interest that best suit your career goals.

For complete program details, visit our website with the URL code indicated on the right: seec.online/URL

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Critical Communication Skills	1522	<input type="radio"/> Achieving Open Government Through Accountability, Transparency and Open Data	0924
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Emerging Technologies: Business Implication and Opportunities	1805
<input type="radio"/> Masters Certificate in Municipal Leadership	4341	<input type="radio"/> Lean Operational Excellence for Service Organizations	4312
<input type="radio"/> Masters Certificate in Public Sector Leadership	4350	<input type="radio"/> Leading Change Effectively in Government	1077
<input type="radio"/> Six Sigma Green Belt for Service Organizations	4313	<input type="radio"/> Managing in a Unionized Environment	0646
<input type="radio"/> Strategic Public Manager	4352	<input type="radio"/> Performance Measurement in Government: Managing Results in Modern Public Service	0665
		<input type="radio"/> The Project Management Course	1801
		<input type="radio"/> Strategic Management	1001

DO YOU HAVE UNIQUE NEEDS?

Can't find a learning path that covers your unique needs?

Create a custom learning path that suits your personal requirements.

Certificate of Professional Excellence in Management Studies

Our Certificate of Professional Excellence in Management Studies provides 100% topic flexibility. Choose any five-day program topic as your Foundations program, and 3 elective subjects to complete your certificate. This gives you the widest choice. Include project management, marketing, finance, leadership... any skill areas you want to develop for career success. Expand your learning areas into new areas of management study. Fill in the areas below with the programs from pages 38 – 134.

FOUNDATIONS PROGRAM OPTIONS	POPULAR ELECTIVE PROGRAMS
<input checked="" type="radio"/> Choose a five-day program	<input checked="" type="radio"/> Choose a 2, 3 or 5-day program
	<input checked="" type="radio"/> Choose a 2, 3 or 5-day program
	<input checked="" type="radio"/> Choose a 2, 3 or 5-day program

Register Today at 416.736.5079 – It's FREE to Join



REGISTRATION FORM

Learning Path Certificate Registration Form

STEP 1: PROGRAM SELECTION

Please register me for the following program(s):

Program Name: _____ Date: _____

Program Name: _____ Date: _____

Program Name: _____ Date: _____

Program Name: _____ Date: _____

Discount Code: _____

STEP 2: REGISTRANT INFORMATION

Dr. Mr. Mrs. Ms.

Name: _____

Title: _____

Organization: _____ # of Employees: _____

What is your Primary Product or Service: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Telephone: _____

Email: _____ Fax: _____

Authorizing Manager Name: _____

Authorizing Manager Title: _____

Authorizing Manager Email: _____

Human Resources Contact: _____

STEP 3: PAYMENT OPTIONS

If paying by cheque, please make payable to:
York University – Schulich Executive Education Centre and mail to:

The Schulich Executive Education Centre
Finance Department
The Miles S. Nadal Management Centre
Toronto-Dominion Centre
222 Bay Street, Suite 500
Toronto, ON M5K 1K2

If your program requires a deposit or if you wish to make payment BY CREDIT CARD, please submit your registration by FAX or E-MAIL and contact the Registration Department at 416.736.5079 with your credit card details.

**Enjoy our 100%
Satisfaction Guarantee
on All Programs!**

4 WAYS TO REGISTER:

- **ONLINE** at our website:
seec.schulich.yorku.ca
- **EMAIL** your registration form to
execregistration@schulich.yorku.ca
- **FAX** your completed Registration
Form to: 416.736.5689
- **MAIL** this Registration Form to:
The Executive Learning Centre
Schulich School of Business
York University, 4700 Keele Street
56 Fine Arts Road (ELC), Room X201
York University, 4700 Keele Street
Toronto, ON M3J 1P3

**REMEMBER TO RETAIN A COPY
OF THIS ORIGINAL REGISTRATION
FORM FOR FUTURE ENROLMENT.**

All Executive development seminars
are subject to HST.

All programs are backed by our
100% Satisfaction Guarantee.

For Further Information: Please call
416.736.5079 or 1.800.667.9380

**Recognition for
Your Achievement.**



Upon completion of your final learning
path program, you will be presented
with a Certificate of Professional
Excellence as a permanent recognition
of your achievement.

Call today at **416.736.5079** or
1.800.667.9380 to speak to a
Education adviser.