

# Schulich Mini-MBA: Essentials of Management

Program Director  
Ingo Holzinger, Ph.D.

## Find Out More Today!

Visit <http://seec.online/11851>

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



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

It's right for you if you are

- An experienced manager who has taken on new responsibilities or wants to advance their career;
- A busy executive who wants to gain a fresh look at how business knowledge is evolving;
- Contemplating doing an MBA or EMBA and want to get a "trial".

## What educational and work background do I need?

We recommend this program to **anyone 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.

## Registration Details

### Program Date, Location & Time

**September 13 - November 24, 2018**  
Executive Learning Centre, Schulich School of Business, York University,  
4700 Keele Street, Toronto, ON M3J 1P3

**January 31 - March 16, 2019**  
Nadal Management Centre,  
222 Bay Street, Suite 500,  
Toronto, Ontario M5K 1K2

**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)

## A Convenient Technology-Enhanced Program

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

**Highly interactive classroom experiences are supplemented with online materials and pre-session readings.**

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



**Schulich**  
School of Business  
Executive Education Centre



To reserve your spot  
visit us online today:  
<http://seec.online/11851>



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School of Business  
Executive Education Centre

**UPCOMING PROGRAM DATES**

Sept. 13 - Nov. 24, 2018

January 31 - March 16, 2019

9 days over 3 months  
+ self-paced modules

**LOCATION**

Executive Learning Centre  
4700 Keele Street, Toronto

# 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.



63 CPD



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 your workplace**.

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 online materials and pre-session readings with which you engage at your own pace**. Participants will gain knowledge and insights in over a dozen MBA subjects – including marketing, supply chain management, finance and human resources – preparing them to become more effective managers in their organizations.



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

1. **Key MBA subjects:** Immerse yourself in 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 module in each of the three months of the program. Between modules, work on assignments with full 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 Team Strategy Case Project** – modelled after Schulich's renowned MBA Strategy Capstone Project – 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 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 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 Strategy Case 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 a dozen MBA subject areas.
3. **Learn to think critically, analytically and strategically, 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 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.

### MODULE 1: Sept. 13 - 15, 2018 | Jan. 31 - Feb. 2, 2019

#### Critical Thinking for Leaders

Leadership skills that allow you to identify and challenge taken-for-granted assumptions and develop new ways of thinking.

#### Economic Environment of Business

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

#### Strategic Management 1

Principles of business strategy and analytical frameworks for evaluating alternative strategies.

#### Marketing and Brand Strategy

Explore the role of marketing in the value creation process and how products, services and strategic branding determine your marketing mix.

### MODULE 2: Oct. 18 - 20, 2018 | Feb. 21 - 23, 2019

#### Managing New Technologies

Link business strategy to innovation and new technology in your industry.

#### Strategic Management 2 (Coaching)

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

#### Managerial Finance

Understand 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.

### MODULE 3: Nov. 22 - 24, 2018 | Mar. 14 - 16, 2019

#### 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 manage resistance to strategic change.

#### Business Negotiations

Learn, practise and refine negotiation skills.

#### Project Presentations, Graduation and Closing

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

Visit us online to see detailed program content or register:  
<http://sec.online/11851>



See detailed program content & register

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## Detailed Program Content

### MODULE 1

Morning

#### Critical Thinking for Leaders

Leadership skills that allow you to identify and challenge taken-for-granted assumptions and develop new ways of thinking.

- 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

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

Principles of business strategy and analytical frameworks 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

Explore the role of marketing in the value creation process and how products, services and strategic branding determine 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

Link business strategy to innovation and new technology 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)

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

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

Full Day

#### Managerial Finance

Understand 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

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:

**Sept. 13 - Nov. 24, 2018**

9 days over 3 months + self-paced modules

Afternoon

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

Explore 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**

Learn HR from a managerial standpoint with 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**

Uncover the nature of change and how to manage 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**

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 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).

**Ingo Holzinger, PhD**

- Program Director

**Wissam Alhussaini, PhD**

- Strategic Management I & II

**Ed Burns, MBA**

- Leading Change

**Ena Chadha, LL.B., LL.M.**

- Business Negotiations

**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

**Klaudia Watts, MBA**

- Business Ethics and Social Responsibility