Schulich Mini-MBA: Essentials of Management

Prepare for your new leadership role.

UPCOMING DATES/LOCATIONS

Sept. 12 - Nov. 23, 2019
Feb. 6 - Mar. 21, 2020
Executive Learning Centre
4700 Keele Street, Toronto

Apr. 23 - Jun. 20, 2020
Nadal Management Centre,
222 Bay Street, Toronto

9 days over 2 months
+ self-paced modules

Program Insights Include:

Gaining the latest knowledge and skills grounded in academic research and industry best practices.

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

Developing renewed confidence associated with being able to communicate with senior management more effectively about a full range of business disciplines.
Finally, there is a 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 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 a range of MBA subjects – including strategic management, marketing, finance and human resources – preparing them to become more effective managers in their organizations and beyond.

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

1. **Relevant, state-of-the-art MBA subjects:** Develop integrated management competencies through classes in marketing, finance, strategic management, supply chain, human resources, and other key MBA subject areas.

2. **Convenient class sessions and online prep:** Attend one 3-day module in each of the three months of the program. Between modules, engage with online modules, videos and readings at your own pace.

3. **World-class faculty:** Interact and learn from top-rated instructors from Schulich’s MBA and EMBA programs, consistently ranked among the world’s best.

4. **Instant application to our Team Strategy Case Project:** Apply and synthesize your newly acquired skills to a challenging team project that is modeled after the renowned Schulich Strategy Field Study and get feedback from professional experts.

5. **Networking opportunities with highly experienced leaders and executives:** Connect with and learn from your peers from across a wide range of sectors, industries and professions.
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 program will provide you with relevant competencies and access to what has made the Schulich MBA the #1 program in Canada and our EMBA one of the best in the world.

In addition to studying a range of relevant MBA course subjects taught by the top faculty of Schulich’s MBA and EMBA programs, you will be trained to think critically and strategically, ask tough questions, and make informed decisions. Plus experience a great program feature: our “Integrated Team Strategy Case Project”, a condensed version of the Schulich MBA capstone project, the Strategy Field Study.

Register today in order to:

1. **Learn from the best.** Program faculty combined have over 30 teaching excellence award nominations.

2. **Expand your business knowledge** in highly relevant MBA subject areas.

3. **Learn to think critically, analytically and strategically, and explore the latest ideas** from the #1 ranked MBA school in the country, according to Forbes and others.

4. **Apply your learning.** See your learning in action. The Schulich Mini-MBA provides opportunities to apply your learning just-in-time through case studies, simulations and an integrated team project.

5. **Manage your learning pace.** Using technology-enhanced learning, optimize your learning experience through interactive classroom discussions and state-of-the-art online modules supplemented by readings, videos and self-assessments.

6. **Extend your network.** The peer-to-peer learning environment ensures that you meet and work with other executives from diverse professions and industries.

---

**Overview of Course Modules**

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

**MODULE 1: Sep. 12-14, 2019 | Feb. 6-8, 2020 | Apr. 23-25, 2020**

- **Leadership Skills for a Complex World**
  Develop leadership skills that allow you to identify and challenge taken-for-granted assumptions and develop new ways of thinking.

- **Economic Environment of Business**
  Examine factors that affect supply and demand, the role of prices, product differentiation strategies and government policy impact.

- **Strategic Management I**
  Discover a comprehensive strategic planning process that starts with setting the vision and ends with monitoring and evaluation.

- **Managerial Finance**
  Understand modern investment and finance including: asset valuation, capital budgeting, risk management and performance assessment.


- **Strategic Management II**
  Learn to apply the strategic management process to analyze a business and make strategic decisions.

- **Managing New Technologies**
  Engage in an interactive simulation to understand critical decisions in managing innovation.

- **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.

- **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.


- **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**
  Deliver a team presentation featuring guest adjudicators, plus graduation and closing ceremonies.

Visit us online to see detailed program content or register: [http://seec.online/12434](http://seec.online/12434)
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 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.

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

Program Director
Ingo Holzinger, PhD

Registration Details

Program Dates, Locations & Time
Sept. 12 - Nov. 23, 2019
Feb. 6 - Mar. 21, 2020
Executive Learning Centre,
Schulich School of Business,
York University,
4700 Keele Street, Toronto, ON M3J 1P3
Apr. 23 - Jun. 20, 2020
Nadal Management Centre,
222 Bay Street, Suite 500,
Toronto Dominion Centre,
Toronto, Ontario M5K 1K2

Sessions run: 9:00 a.m. - 5:00 p.m.
9 days over 2 months + self-paced modules

Program Fee:
$10,150 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 fee is payable prior to program start.
• Schulich Executive Education Centre’s liability is limited to reimbursement of paid tuition fee.
• Contact us about multiple registration discounts from one organization, or a convenient tuition payment plan.
• Modules, speakers, topics, dates, fees and locations are subject to change.
• Complete registration details at seeconline/FAQ.

Optional Accommodations
Participants receive a special corporate rate at area partner hotels. For details, please visit the Contact and Locations section of our website.

Administrative Inquiries
Tel: 416.736.5079 | Toll Free: 1.800.667.9380
email: execedinfo@schulich.yorku.ca

* PMI Talent Triangle PDU breakdown: Technical: 13 • Leadership: 25 • Strategic and Business Management: 25

Find Out More Today!
Visit http://seec.online/12434
1. Find more detailed information and see what past participants are saying.
2. Join Prof. Holzinger for a 1-hour online information session. Once you register, you will be sent your login details.
3. For program-related questions, contact Prof. Holzinger or the program staff directly: Tel: 416.736.5079
Toll free: 1.800.667.9380
email: iholzinger@schulich.yorku.ca

To reserve your spot, visit us online today:
http://seec.online/12434
## MODULE 1

### Morning

**Leadership Skills for a Complex World**

Develop 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**

Examine 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 I**

Learn principles of business strategy and analytical frameworks for evaluating alternative strategies.

- Become familiar with the strategic planning process; starting with setting the vision and ending with monitoring and evaluation
- Increase your awareness of the internal and external factors that guide and impact your strategic thinking

**Managerial Finance**

Understand modern investment and finance 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

---

## MODULE 2

### Morning

**Strategic Management II**

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

- Develop the capacity to be purposeful and disciplined in your strategic thinking
- Enhance your ability to understand and consider the implications of your decisions

### Afternoon

**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

### 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

### 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
Learn from the best.

Instructors in the Mini-MBA are drawn from Schulich’s award-winning MBA and EMBA faculty members. Below is a sampling of instructors for the program. Read complete bios online at the SEEC or Schulich websites.

Ingo Holzinger, PhD
Program Director, Schulich Mini-MBA
• Leadership Skills for a Complex World

Wissam Alhussaini, PhD
• Strategic Management

Ena Chadha, LLM
• Business Negotiations

Stephen Friedman, MA Psych
• Essentials of Human Resource Management

Gary Miller
• Leading Change

Beppino Pasquali, CPA, CA
• Managerial Finance

Ajay Sirsi, PhD
• Marketing and Brand Strategy

Atipol Supapol, PhD
• Economic Environment of Business

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 to 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, as well as your own negotiation style
• Learn strategies and tactics for negotiating and resolving conflicts more effectively

Morning

Presentations, Graduation and Closing
Deliver a team presentation featuring guest adjudicators, plus graduation and closing ceremonies.