



Schulich
School of Business
Executive Education Centre

UPCOMING DATES/LOCATIONS

Apr. 23 - Jun. 20, 2020

Nadal Management Centre,
222 Bay Street, Toronto

Sept. 24 - Nov. 28, 2020

Executive Learning Centre
4700 Keele Street, Toronto

**9 days over 2 months
+ self-paced modules**

Schulich Mini-MBA: Essentials of Management

Prepare for your new leadership role.

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.



63 CPD



63 PDU*



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Prepare for more senior roles and responsibilities.

Gain the essential management competencies in a time frame that works for you.

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: Apr. 23 - 25, 2020 | Sept. 24 - 26, 2020

Critical Thinking for Leaders

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.

Managerial Finance

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

Strategic Management I

Discover a comprehensive strategic planning process that starts with setting the vision and ends with monitoring and evaluation.

MODULE 2: May 28 - 30, 2020 | Oct. 22 - 24, 2020

Supply Chain Management

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

Managing Technology

Engage in an interactive simulation to understand critical decisions in managing innovation.

Marketing Strategy

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

Strategic Management II

Learn to apply the strategic management process to analyze a business and make strategic decisions.

Sustainability and the Role of Business in Society

Explore the social and ethical challenges facing contemporary organizations.

MODULE 3: Jun. 18 - 20, 2020 | Nov. 26 - 28, 2020

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.

Presentations

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

Visit us online to see detailed program content or register:
<https://seec.online/12730>

See detailed program content & register



Program Director
Ingo Holzinger, PhD

Schulich Mini-MBA: Essentials of Management



Find Out More Today!

Visit <https://seec.online/12730>

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

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.

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 Dates, Locations & Time

Apr. 23 - Jun. 20, 2020

Nadal Management Centre,
222 Bay Street, Suite 500,
Toronto Dominion Centre,
Toronto, Ontario M5K 1K2

Sept. 24 - Nov. 28, 2020

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 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.
- Please note: access to our learning portal requires a modern browser.
- Complete registration details at seec.online/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: exceedinfo@schulich.yorku.ca



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To reserve your spot,
visit us online today:
<https://seec.online/12730>

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

Schulich Mini-MBA: Essentials of Management

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online to
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Detailed Program Content

MODULE 1

Half Day

Critical Thinking for Leaders

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

Half Day

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

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

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

MODULE 2

Half Day

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

Half Day

Managing Technology

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 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

Half Day

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

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Sept. 24 - Nov. 28, 2020

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Program Faculty

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

Wissam AlHussaini, PhD

- Strategic Management

Stephen Friedman, MA Psych

- Essentials of Human Resource Management
- Critical Thinking for Leaders

Henry Kim, PhD

- Managing Technology

Gary Miller, MEd

- Leading Change

Beppino Pasquali, CPA, CA

- Managerial Finance

Ajay Sirsi, PhD

- Marketing and Brand Strategy

Atipol Supapol, PhD

- Economic Environment of Business

Klaudia Watts, MBA

- Sustainability and the Role of Business in Society

Half Day

Sustainability and the Role of Business in Society

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 to a firm's performance and objectives, and address current employee issues
- Develop a personal brand and career vision

Half Day

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

Half Day

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

Half Day

Presentations

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