



**Schulich**  
School of Business  
Executive Education Centre



ONLINE  
Virtual  
Classroom  
Format

**UPCOMING DATES**

Please see website for upcoming session dates.

9 days in the virtual classroom + self-paced components over 2 months

Featuring the new, secure ZOOM video-conferencing platform with:

- Multi-modal presentation of material
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

# 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.



**Schulich**  
School of Business  
Executive Education Centre



# 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:

#### 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:

#### Strategic Management II

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

#### Creating High Performance Teams

Gain a deeper understanding of the factors that contribute to high performing teams and learn strategies that will help unlock your team's potential.

#### Marketing 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.

#### Sustainability and the Role of Business in Society

Explore the social and ethical challenges facing contemporary organizations.

### MODULE 3:

#### 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.

#### Closing Keynote Session

Theme: Leadership Disrupted – Powerful Lessons in Personal Change; plus graduation and closing ceremonies.

Visit us online to see detailed program content or register:  
<https://seec.online/13238>



See detailed program content & register

# Schulich Mini-MBA: Essentials of Management

Visit us  
online to  
register!

<https://seec.online/13238>

## 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

#### 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

Half Day

#### Creating High Performance Teams

Gain a deeper understanding of the factors that contribute to high performing teams and learn strategies that will help unlock your team's potential.

- Learn the psychological and social drivers of motivation and performance in teams
- Learn the organizational and management practices that contribute to high performing teams
- Explore the tools and strategies to enhance team performance

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

#### 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 DATES:

Please see website for upcoming session dates.

9 days in the virtual classroom + self-paced components over 2 months

## 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

Mikael Meir

- Leadership Disrupted – Powerful Lessons in Personal Change

Gary Miller, MEd

- Leading Change

Beppino Pasquali, CPA, CA

- Managerial Finance

Ajay Sirsi, PhD

- Marketing Strategy

Indira Somwaru, BA, BEd, MBA, CHRP

- Business Negotiation

Atipol Supapol, PhD

- Economic Environment of Business

Mark Thomas, PEng, MBA, PMP

- Supply Chain Management

Klaudia Watts, MBA

- Sustainability and the Role of Business in Society

Christine Yip, M.A., M.Sc.

- Creating High Performance Teams

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

### Closing Keynote Session + Graduation

Hear executive coach and leadership speaker Mikael Meir talk about his painstaking transformation into a life guided by service, humility, and authentic power.

# Schulich Mini-MBA: Essentials of Management



Program Director  
Ingo Holzinger, PhD

## Find Out More Today!

Visit <https://seec.online/13238>

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](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

### Upcoming Sessions Program Dates

Please see website for upcoming session dates.

(9 days in the virtual classroom + self-paced components over 2 months)

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

### Program Fee:

\$10,150 CDN + applicable taxes

- Fee includes program tuition and teaching materials.
- 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.
- Modules, speakers, topics, dates and fees are subject to change.
- Please note: access to our learning portal requires a modern browser.

### Complete Registration Details

See: [seec.online/FAQ](https://seec.online/FAQ)

### Technical Requirements

See: [seec.online/techreq](https://seec.online/techreq)

### Administrative Inquiries

Tel: 416.736.5079 | Toll Free: 1.800.667.9380  
email: [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@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.



**Schulich**  
School of Business  
Executive Education Centre



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



To reserve your spot,  
visit us online today:  
<https://seec.online/13238>