



Schulich
School of Business
Executive Education Centre

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Schulich Mini-MBA: Essentials of Management

Prepare for your next role.

Grow your career.

Level up for the future.





Program Format

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

Completely Online:

9 a.m. to 5 p.m. each day


**Featuring 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



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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.

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Why a Schulich Mini-MBA?

1. Relevant, state-of-the-art MBA subjects:

Marketing, finance, strategic management, human resources and other key MBA subject areas.

2. Convenient class sessions and online prep:

Attend one three-day module in each of the two 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 peers from across a wide range of sectors, industries and professions.

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Overview of Course Modules

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.

Storytelling with Data Visualization

Taking hard data and communicating it in a way that's easy to understand to find business solutions.

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.

Final Presentations and Graduation

Group Final Presentations, Program Wrap-up and Graduation.



Program Faculty

Learn from the best.



Wissam AlHussaini, PhD
Program Director, Schulich Mini-MBA

Stephen Friedman, MA Psych

Tatiana Astray, PhD

Gary Miller, MEd

Beppino Pasquali, CPA, CA

Ajay Sirsi, PhD

**Indira Somwaru, BA, BEd, MBA,
CHRP**

Atipol Supapol, PhD

Klaudia Watts, MBA

Christine Yip M.A., M. Sc

Program Content – Module 1

Critical Thinking for Leaders (Half Day)

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

Economic Environment of Business (Half Day)

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

Managerial Finance (Full Day)

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

Strategic Management I (Full Day)

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



Program Content – Module 2

Strategic Management II (Half Day)

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

Creating High Performance Teams (Half Day)

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

Marketing Strategy (Full Day)

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

Storytelling with Data Visualization (Half Day)

Taking hard data and communicating it in a way that's easy to understand to find business solutions.

Sustainability and the Role of Business in Society (Half Day)

Explore the social and ethical challenges facing contemporary organizations.

- ✓ Learn strategies for dealing with social and ethical problems
- ✓ Enhance your personal moral insight



Program Content – Module 3

Essentials of Human Resource Management (Full Day)

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

Leading Change (Half Day)

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

Business Negotiations (Half Day)

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

Final Presentations and Graduation (Half Day)

Group Final Presentations, Program Wrap-up and Graduation.





Participant Profile

This program is 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. The right combination of experience, education and motivation will prepare you sufficiently.

Registration Details

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

Technical Requirements

See: seec.online/techreq

Administrative Inquiries

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Find Out More Today!

Visit seec.online/13238

- 1** Find more detailed information and see what past participants are saying.
- 2** Join Wissam AlHussaini for a 1-hour online information session. To register visit: seec.online/mini-mba-webinar
- 3** For program-related questions, contact Wissam AlHussaini (walhussaini@schulich.yorku.ca) or the program staff directly: Tel: 416.736.5079 / Toll free: 1.800.667.9380





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