



Schulich
School of Business
Executive Education Centre



Stand Out

on your own terms

Personalized Learning Path Certificates

Choose from 6 completely customizable Certificate of Professional Excellence (CPE) specializations:

- Business Operations and Innovation
- General Management
- Marketing and Sales
- Public Sector Leadership
- Strategic Leadership and Planning
- Management Studies

Create Your Own Learning Path Certificate

6 NEW LEARNING PATH Programs – Completely Customizable to You!

Receive a Certificate of Professional Excellence (CPE) in Your Area of Interest

With over 100,000 leaders trained, an Executive Education is designed to bridge the knowledge gaps required to grow professionally. Our Certificate in Professional Excellence was created to take you one step further. Specialize in an area of your choice and advance in your career by mastering the skill sets you need to achieve personal growth.

By selecting one of six pre-packaged or personalized learning path, you are able to set your own learning goals and attain professional excellence in just three years or less. Follow the steps to customize a learning path program that is completely tailored to your career development goals.

Choose from 6 Certificates of Professional Excellence (CPE) learning paths that you customize for yourself – simply complete four courses at your own pace within a three year period.

What are The Course Requirements/Completion Time?

To receive your Certificate of Professional Excellence you must complete one five-day Foundations program, plus three elective courses (2, 3 or 5-day programs of your choice) within a 3 year time period. You must choose your Foundation program from the options indicated and complete it first. Your elective programs may then be completed in any sequence. The most popular electives from each area are listed for your convenience, **but you may take any three 2, 3 or 5-day open enrolment programs offered by SEEC.** View our complete portfolio of programs at seec.online/full-program-list.

The Best Part: You will be able to create your own personalized learning journey and save on course tuition! As a registered learning path participant you will receive exclusive course tuition savings. Excluding your foundations program, you will receive a 10% savings on your second course, a 10% savings on your third course and, a 50% savings on your final course. Please note only 2 and 3-day programs are eligible for the final program 50% savings.

Choose from 6 Certificate of Professional Excellence (CPE) Specializations

CPE in Business Operations and Innovation

Ideal if you oversee internal business process and systems improvement

CPE in General Management

Ideal if you oversee a wide range of business activities in your organization

CPE in Marketing and Sales

Ideal if you want to advance your career in marketing and sales

CPE in Public Sector Leadership

Ideal for public sector leaders at the Municipal, Provincial and Federal levels

CPE in Strategic Leadership and Planning

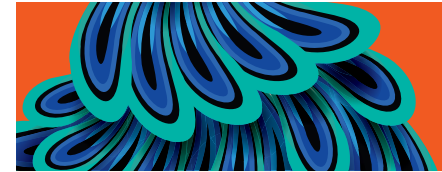
Ideal for any manager, director or officer engaged in organization strategies and planning

CPE in Management Studies

This completely flexible learning path lets you create your certificate. Select one 5-day foundation course and select any three 2, 3 or 5-day elective programs

Ready to get Started?

Register as a Learning Path candidate. We recommend you start with a one-to-one discussion with an adviser to identify your career goals and topic interest areas. They will then provide some learning path course recommendations. This is a complimentary service to help you evaluate and choose the best course choices for your career.



It's Easy to Join a Personalized Learning Path Program

STEP 1:

Identify your area of interest

STEP 2:

SELECT 1

5-day foundations program

STEP 3:

SELECT 3

2, 3 or 5-day elective programs (Can be taken in any order)

STEP 4:

Call **416.736.5079**, **1.800.667.9380** or **Live Chat** on our website with an Education Adviser if you have any questions. Every certificate is a personalized learning path that you develop. With the assistance of an Education Adviser, you can shape your learning path to meet your professional needs.

STEP 5:

Register your Personalized Learning Path program

STEP 6:

Complete the four programs within a three-year period

Certificate of Professional Excellence in Business Operations and Innovation

Organizations require skilled managers who can evaluate their business operations and lead new innovation and process improvement projects that will keep their organization advancing. The Certificate of Professional Excellence in Business Operations and Innovation teaches you how to introduce lean operational processes, create strong supply chains and use effective planning tools to create lasting innovations in your organization.

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Business Skills for Managers	1510	<input type="radio"/> Artificial Intelligence (AI) in FinTech for Company Growth	1849
<input type="radio"/> Certificate in Strategic Leadership and Innovation	1828	<input type="radio"/> Beyond Project Management	1840
<input type="radio"/> Executive Program in Transformational Leadership	1843	<input type="radio"/> Certificate in Coaching Skills for Managers and Directors	1507
<input type="radio"/> Six Sigma Green Belt for Service Organizations	4313	<input type="radio"/> Developing a Strategic Mindset	0615
		<input type="radio"/> Lean Operational Excellence for Service Organizations	4312
		<input type="radio"/> Managing in a Unionized Work Environment	0646
		<input type="radio"/> Maximizing Leadership Impact with Emotional Intelligence	1844
		<input type="radio"/> The PMP Exam Preparation Course: Project Management Professionals	1900
		<input type="radio"/> The Project Management Course	1006
		<input type="radio"/> Thriving in Disruptive Times with Leadership Resilience	1845

Certificate of Professional Excellence in General Management

The Certificate of Professional Excellence in General Management is designed for leaders with at least several years of direct management or supervisory experience. This includes directors, vice presidents, regional managers and senior officers/managers who currently play instrumental roles in leading business teams, shaping organizational policy and implementing business change. Peer-to-peer sharing of experiences is a major part of the General Management certificate.

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Executive Program in Transformational Leadership	1843	<input type="radio"/> Critical Thinking and Strategic Problem Solving Skills for Leaders	0691
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Developing Executive Presence for Exceptional Leadership	1837
<input type="radio"/> Management 2: The Advanced Managers Course	1501	<input type="radio"/> High Impact Business Writing: Reports, Proposals, Emails and Writing for the Web	1048
		<input type="radio"/> Improving Presentation Effectiveness	0600
		<input type="radio"/> Leading Collaboratively	0605
		<input type="radio"/> Mindful Management: The Neuroscience of Leadership	0926
		<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Successful Business Negotiating Strategies for Managers	0609
		<input type="radio"/> Successfully Coaching and Mentoring Individuals and Teams	0607
		<input type="radio"/> What The Non-Financial Manager Needs To Know About Financial and Managerial Accounting	1017

Certificate of Professional Excellence in Marketing and Sales

The Certificate of Professional Excellence in Marketing and Sales is a popular learning path because most professionals interface with these areas and can benefit from formal education in marketing and sales. This is regularly attended by all levels of management and is recommended to those in marketing and sales roles.

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Executive Sales Management	3704	<input type="radio"/> Achieving Excellence in Customer Experience (CX) Management	1850
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Artificial Intelligence (AI) Based Marketing and Advertising	1848
<input type="radio"/> Strategic Marketing Management	1503	<input type="radio"/> Certificate in Critical Communication Skills	1522
		<input type="radio"/> Digital Marketing Strategies for Business Growth	1847
		<input type="radio"/> Key Account Management and Client Development	1011
		<input type="radio"/> Profitable Revenue Growth with Integrated Marketing and Sales Strategies	1841
		<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Successful Business Negotiating Strategies for Managers	0609
		<input type="radio"/> Successful New Product and Service Development and Innovation Strategies	1809

Certificate of Professional Excellence in Public Sector Leadership

Advancing your career in Municipal, Provincial and Federal government requires a special set of strategic competencies and acumen, as well as strong stakeholder leadership and interpersonal skills. Receiving your Certificate of Professional Excellence in Public Sector Leadership is a tremendous way to gain these skills, as you can customize your education choices to those areas of interest that best suit your career goals.

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Critical Communication Skills	1522	<input type="radio"/> Achieving Open Government Through Accountability, Transparency and Open Data	0924
<input type="radio"/> Management 1: The New Managers Course	1500	<input type="radio"/> Leading Change Effectively in Government	1077
<input type="radio"/> Masters Certificate in Municipal Leadership (module)	4341	<input type="radio"/> Lean Operational Excellence for Service Organizations	4312
<input type="radio"/> Masters Certificate in Public Sector Leadership (module)	4350	<input type="radio"/> Managing in a Unionized Work Environment	0646
<input type="radio"/> Six Sigma Green Belt for Service Organizations	4313	<input type="radio"/> Program Evaluation and Performance Measurement: Achieving Results in Government and the Public Sector	1846
		<input type="radio"/> Strategic Management	1001
		<input type="radio"/> The Project Management Course	1006

Certificate of Professional Excellence in Strategic Leadership and Planning

The Certificate of Professional Excellence in Strategic Leadership and Planning focuses on the most important foundation of a successful career in management – the ability to improve your strategic skills, plus adapt your leadership and interpersonal communication style in different situations. Exceptional leaders are not born. Strategic thinking and planning, leadership style and communications style are the skills that must be learned. Get the leadership edge!

FOUNDATIONS PROGRAM OPTIONS	URL	POPULAR ELECTIVE PROGRAMS	URL
<input type="radio"/> Certificate in Coaching Skills for Managers and Directors	1507	<input type="radio"/> Critical Thinking and Strategic Problem Solving Skills for Leaders	0691
<input type="radio"/> Certificate in Leading Sustainable Strategic Change	1509	<input type="radio"/> Developing a Strategic Mindset	0615
<input type="radio"/> Certificate in Strategic Agility	1825	<input type="radio"/> Leading Collaboratively	0605
<input type="radio"/> Certificate in Strategic Leadership and Innovation	1828	<input type="radio"/> Mindful Management: The Neuroscience of Leadership	0926
<input type="radio"/> Executive Program in Transformational Leadership	1843	<input type="radio"/> Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand	1807
		<input type="radio"/> Strategic Management	1001
		<input type="radio"/> The Project Management Course	1006

Do You Have Unique Needs?

Create a custom learning path that suits your personal requirements.

Certificate of Professional Excellence in Management Studies

Our Certificate of Professional Excellence in Management Studies provides 100% topic flexibility. Choose any five-day program topic as your Foundations program, and three elective subjects to complete your certificate. This gives you the widest choice. Include project management, marketing, finance, leadership... any skill areas you want to develop for career success. Expand your learning areas into new areas of management study. Fill in the areas below with the programs from [seec.online/full-program-list](https://seec.schulich.yorku.ca/full-program-list).

FOUNDATIONS PROGRAM OPTIONS	–	POPULAR ELECTIVE PROGRAMS	–
<input checked="" type="radio"/> Choose a five-day program		<input checked="" type="radio"/> Choose any three programs (2, 3, or 5 days)	

For the most up-to-date details about any of the programs listed, including program content, dates and fees, visit our website with the URL code indicated on the right: [seec.online/URL](https://seec.schulich.yorku.ca)



Learning Path Certificate Registration Form

STEP 1: PROGRAM SELECTION

Please register me for the following program(s):

Program Name:	Date:
Program Name:	Date:
Program Name:	Date:
Program Name:	Date:
Discount Code:	

STEP 2: REGISTRANT INFORMATION

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

Name:		
Title:		
Organization:	# of Employees:	
What is your Primary Product or Service:		
Address:	City:	
Province:	Postal Code:	Telephone:
Email:	Fax:	
Authorizing Manager Name:		
Authorizing Manager Title:		
Authorizing Manager Email:		
Human Resources Contact:		

STEP 3: PAYMENT OPTIONS

If paying by cheque, please make payable to:
York University – Schulich Executive Education Centre and mail to:

The Schulich Executive Education Centre
Finance Department
The Miles S. Nadal Management Centre
Toronto-Dominion Centre
222 Bay Street, Suite 500
Toronto, ON M5K 1K2

PLEASE NOTE: If your program requires a deposit or if you wish to make payment BY CREDIT CARD, please contact the Registration Department at 416.736.5079 with your credit card details.

All SEEC Programs Feature

- Focused, practical topics
- Interactive learning
- Comprehensive material
- World-class faculty

3 Ways to Register:

- ONLINE at our website:
seec.online/learningpath
- EMAIL your registration form to
execregistration@schulich.yorku.ca
- FAX your completed Registration
Form to: 416.736.5689

Remember to retain a copy of this original registration form for future enrolment reference.

All Executive development seminars are subject to HST.

For Further Information: Please call
416.736.5079 or 1.800.667.9380

Recognition for Your Achievement.



Upon completion of your final learning path program, you will be presented with a Certificate of Professional Excellence as a permanent recognition of your achievement.

Call today at **416.736.5079**
or **1.800.667.9380** to speak to
an Education adviser.