

| **Grow** your career.
| **Level up** for the future.

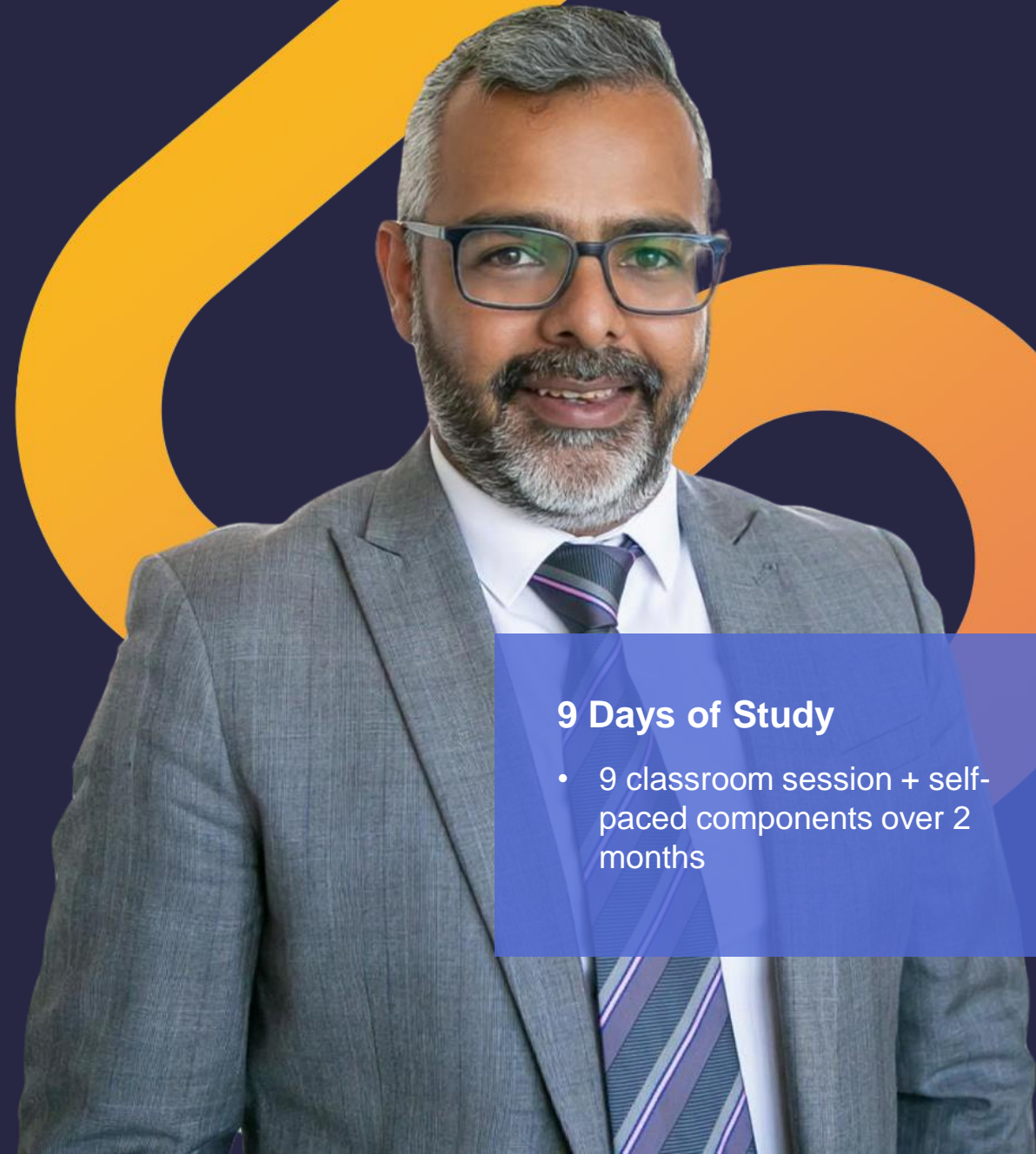
Schulich Mini-MBA: Essentials of Management

Prepare for your next role.



Schulich
School of Business
Executive Education

| **YORK U**



9 Days of Study

- 9 classroom session + self-paced components over 2 months

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 program 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.

Grow your career.
Level up for the future.



9-day program



Book this program [online](#)



Program Highlight



9 Classroom Sessions

Rich learning in just 9 sessions



Experienced faculty

Program faculty combined have over 30 teaching excellence award nominations.



Interactive

Hands-on and participatory



Digital Badge

Receive an authentic digital badge from Canada's #1 business school

Program Overview



Program Faculty

Learn from the best.



Wissam AlHussaini, PhD

Program Director, Schulich Mini-MBA

Stephen Friedman, MA Psych

Tatiana Astray, PhD

Malcolm Cowan

Beppino Pasquali, CPA, CA

Sanjay Dhebar

Gail Levitt

Brett Richards

Klaudia Watts, MBA

David Elsner



After 14 previous programs with Schulich ExecEd, the 15th was by far the best yet. Thank you for opening up the 'Mini-MBA'.

A.D. Jess

Director of Technical Services and Logistics,
Conmed Linvatec Canada



This is a perfect program for those who want to break into the business aspects of their organization, and beyond of what's expected of them.

Michal Majernik

Marketing Manager, Tire and Rubber
Association of Canada



Great experience and a great atmosphere conducive for a higher level of learning and professional networking. Terrific group of teammates and instructors who added real life examples throughout the presentations, aiding in the absorption of the material. The Mini-MBA program and material provided throughout the program is indispensable to both my personal growth and career development moving forward.

Allen Charles

Manager, Northland Power Inc.

Program Content



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 (Half 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



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



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.

Who Will Benefit



Mid-Career Professionals

Perfect for managers or non-business professionals looking to perform their current role better and expand their business acumen.



Entrepreneurs

An excellent program for startup leaders who need to learn the business and people-oriented skills that are crucial to growing their company.

Completion Benefits



SCHULICH MINI-MBA



Schulich Mini-MBA Certificate

Awarded when a series of more extensive programs are completed and a greater skill set achieved.

After completing the Schulich Mini-MBA: Essentials of Management Program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



54 PMI-PDU. Successful completion of this program will earn PMI® Members, in good standing, Education PDU's in alignment with the PMI Talent Triangle. If this applies to you, you will receive a PDU Claim Code at the conclusion of your program. For more information on how to earn your PDU's, we recommend logging into your Continuing Certification Renewal System (CCRS) to report PDU's and view your certification records. Following this, if you require additional assistance, please contact PMI Support directly.

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.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy



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 ExecEd'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

Tel: 416.736.5079 | Toll Free: 1.800.667.9380

Email: execedinfo@schulich.yorku.ca

1 Find more detailed information and see what past participants are saying.

2 Join us for a 1-hour online information session. To register visit: seec.online/mini-mba-webinar

3 For program-related questions, contact Robert Lynn (rlynn@schulich.yorku.ca) or the program staff directly: Tel: 416.736.5079 / Toll free: 1.800.667.9380





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