

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

Schulich Mini-MBA: **Media Mastery** **in the Digital Age**

Chart Your Course in the Evolving Media Landscape



school of the arts, media
performance & design



Introduction

This mini-MBA is designed to empower established media and culture producers with the knowledge and strategic acumen needed to navigate the digital landscape, including the arrival of Generative AI and the opportunities afforded by a more platform-agnostic approach to Intellectual Property (IP).

In addition to delivering fundamental core-MBA skills, our program goes beyond traditional boundaries, offering comprehensive insights into the evolving relationship between “audience” and “creator,” and the new opportunities engendered by these changes.

The 100% online program equips entrepreneurial professionals from small and medium-sized production companies, and intrapreneurial leaders within large organizations and cultural institutions, with transformative tools, enabling them to reshape their enterprises into agile, profitable entities.

Plan for the future with confidence as we guide you through the dynamic shifts in the media industry. Rather than shying away, our program encourages you to embrace current market forces, ensuring that you not only thrive but lead in the swiftly changing world of media and intellectual property.



Program Highlight

- Develop a holistic understanding of Intellectual Property (IP) exploitation and revenue opportunities
- Overcome traditional media's siloed, single platform content development approach
- Unlock new revenue streams and business opportunities
- Gain strategic acumen to navigate the evolving digital landscape
- Explore the impact of Generative AI and adopt a platform-agnostic approach to IP

Grow your career.
Level up for the future.



14 three-hour sessions over 4 months



Book this program [online](#)



Program Faculty

Learn from the best.

Beth Janson

Program Director,
Schulich Mini-MBA: Media Mastery in the Digital Age



Wissam AlHussaini, PhD

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Sanjay J. Dhebar, MBA

Solange Attwood

Haniyeh Yousofpour, PhD

Sarah Bay-Cheng, PhD

Beppino Pasquali FCPA, FCA

Lisa Hsia

Rick Matthews

Stephen Friedman, PhD

Diana Williams

Performance Goals & Learning Objectives

Performance Goal	Learning Objective
Create a business plan for a new IP-centred opportunity for your businesses	Explain the fundamentals of a business plan
	Describe the main categories of IP exploitation and articulate the categories in which your business currently operates, while also proposing categories into which your business could potentially expand
	Discuss the global context of the future of media and the opportunities therein
Identify and articulate the challenges inherent in the current business model of your business	Design a SWOT analysis for your business
	Effectively allocate future and current resources based on business needs using foresight analysis
	Build your confidence as a team leader and understand how to lead change
Engage confidently with different sectors of the media industry with the goal of collaboration and growth	Recognize sector-specific market dynamics and discuss their unique challenges, trends and opportunities
	Articulate strategies for negotiation and leverage negotiation best practices to secure agreements in business discussions

Program Sessions

Session 1*	Session 2	Session 3	Session 4	Session 5
Strategic Management in a Complex Sector #1	Strategic Management in a Complex Sector #2	Content & the Power of the Audience	Marketing	Know Your Platforms #1 - The IP Ecosystem
Session 6	Session 7	Session 8	Session 9	Session 10
It's a Global World	Leading and Negotiating Change #1	Leading and Negotiating Change #2	Creating Experience in Convergence	Managerial Finance
Session 11	Session 12	Session 13	Session 14	
Know Your Platforms #2 - The Creator Economy	Essentials of Human Resource Management	In Conversation with Diana Williams: Franchising as Strategy	Applied Learning Project & Graduation	

**This session includes 30-minute welcoming remarks by Beth Janson, Program Director, Schulich Mini-MBA: Media Mastery in the Digital Age, and Sarah Bay-Cheng, Dean of York University's School of Arts, Media, Performance and Design.*

Program Content



Session 1

Strategic Management in a Complex Sector #1

- Comprehensive strategic planning process
 - Starts with Setting the Vision
 - establishes a clear and compelling long-term direction for the organization
 - Aligns organizational efforts towards a unified goal
 - Ends with Monitoring and Evaluation
 - Implements robust tracking mechanisms to measure progress
 - Utilizes key performance indicators (KPIs) to evaluate success
 - Leverages global best practices

Session 2

Strategic Management in a Complex Sector #2

- Application of strategic management process
 - Analyzing a business using strategic tools such as SWOT analysis
 - Identify critical factors impacting business decisions, recognizing key market trends and shifts
 - Consider economic, political, and social influences, evaluating technological advancements and regulatory changes
 - Analyze stakeholder expectations and corporate governance issues
 - Improving business performance and financial results

Program Content



Session 3

Content & the Power of the Audience

- Evolving dynamic between creators and audiences
 - Harnessing the wisdom of your audience
- Transformative shift in content creation and distribution
 - From gatekeeper-centric to democratized approach
- Understanding micro-communities
 - Impact on content
- Economics and business models in the audience-centric creator economy
- Leveraging data and insights
 - Identifying, serving, and growing an audience

Session 4

Marketing

- Role of marketing in the value creation process
- Impact of products, services, and strategic branding
 - Determining your marketing mix
- Conceiving a powerful marketing strategy
- Refining marketing strategies
- Executing marketing strategies to grow your brand and business

Program Content



Session 5

Know Your Platforms #1 - The IP Ecosystem

- Differences and monetization opportunities between different platforms
- Impact on your business model
- Introduction to the notion of a “content ecosystem”
- Understanding the concept of building an ecosystem for your own IP

Session 6

It's a Global World

- Best practices for navigating world markets
- Building global deals vs. country-only deals
- Strategies and confidence in decision-making

Program Content



Session 7

Leading and Negotiating Change #1

- Nature of organizational change
- Managing resistance to change
- Setting the context of transformation

Session 8

Leading and Negotiating Change #2

- Business negotiation skills
- Evidence-based approaches to building agreement
- Best practices in negotiation
- Asking questions that lead to open and honest responses from a negotiation counterpart

Program Content



Session 9

Creating Experience in Convergence

- Exploration of Convergence Culture
 - Focus on the evolution of convergence culture, where consumers shape their entertainment
 - Examines content migration across multiple platforms
- Case Studies
 - Analyze successful projects like Marvel comic films and "The Last of Us"
 - Compare with less successful projects like the later Matrix films
- Identify key characteristics of successful cross-platform projects

Session 10

Managerial Finance

- Understand modern investment and finance, including:
 - Asset valuation
 - Capital budgeting
 - Risk management
 - Performance assessment
- Integrate ethical considerations and management in the global context into these topics
- Analyze financial statements and identify areas for value creation in an organization

Program Content



Session 11

Know Your Platforms #2 - The Creator Economy

- Explore the central role of online creators in content production, distribution, and monetization
- Understand the significant impact of digital platforms, podcasts, and social media influencers on societal narratives
- Learn business strategies and economic principles that drive the creator economy
- Analyze how value is generated and sustained
- Examine the opportunities and challenges in monetizing the creator economy
- Gain insight into strategic considerations and economic drivers
- Equip yourself to make informed decisions about participation and investment in the media industry

Session 12

Essentials of Human Resource Management

- Gain an understanding of the core elements of HR management
- Learn how HR practices can substantially contribute to an organization's performance and objectives

Program Content



Session 13

In Conversation with Diana Williams: Franchising as Strategy

- Experience in multi-platform IP franchise development and production
- Insights on transforming ideas into IP
- Highs and lows of building sustainable, long-term franchises
- Exploring narrative cohesion in multi-platform storytelling
- Expertise from building Kinetic's slate of storytelling IP businesses
- Previous experience as Creative Development and Franchise Producer for Lucasfilm
- Franchise-building strategies for independent creators
- Creative success and ownership leverage in commercialization

Session 14

Applied Learning Project

- Building on previous learnings
- Selecting an existing Intellectual Property (IP) asset from your company
- Creating a business plan to monetize the IP on another platform
- Pitching the idea to a group of experts

Who Will Benefit



Mid-Career and Senior Leaders

Ideal for mid-career and senior leaders in the arts and media industries, this Mini-MBA provides essential skills in finance, leadership and strategic management to excel in the field.



Arts and Media Professionals

Producers and business leaders in traditional media sectors (film & television), as well as those working in cultural institutions and professional associations will find this program useful.



Content Creators

Content creators aiming to expand their platforms and discover new revenue streams will find value in this mini-MBA program.

Completion **Benefits**

After completing the program, you'll receive an authentic digital badge from the top 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.



Schulich Mini-MBA Certificate

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

Why a Schulich **Mini-MBA**?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



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





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