

## Advanced Management Course (AMC)

Mini-MBA for experienced managers



“ This was an incredibly valuable and well designed course. I would highly recommend it to people who would like to gain broader knowledge and understanding of business but do not have the time to follow a MBA. ”

Manager - Abbott Laboratories Ltd.

### OVERVIEW

This practical and highly interactive program advances through the major disciplines of management in greater depth and with a strategic perspective. The “learning by doing” format includes a realistic business simulation enabling you to respond concretely to complex management decisions and take away ideas that will have immediate impact on the job.

This is also an opportunity to gain or renew contacts with leading management decision-makers, learning from peer story-telling and gaining new perspectives from the faculty team. Established as a flagship program in Montreal, we are proud to carry on this legacy in Toronto and Ottawa .

### KEY BENEFITS & TAKEAWAYS

- Provides a condensed and up-to-date set of advanced management practices
- Enhances abilities to formulate and communicate key strategies
- Offers ideas to streamline management processes and set meaningful KPI's and goals
- Integrates late-breaking market, competitive and organizational issues to manage change
- Includes personalized faculty discussions to assist in implementing solutions
- Makes newly learned skills actionable through a realistic and engaging business simulation
- Benchmark yourself & connect with peers from diverse industries/organizations

## WHO SHOULD ATTEND?

This program is designed for business leaders and experienced corporate decision makers who manage at regional, national and international levels.

Participants require strong management experience and/or an MBA academic background. This program is an outstanding next step for participants of the Executive Development Course (EDC).

## PROGRAM IN DETAIL

Consistent with McGill's reputation for innovative and interactive teaching methods, the seminar leaders use business simulation, presentations, and case studies, as well as individual and small-group work for an immediate impact on learning.

Designed to meet busy schedules and conveniently offered in locations across Canada - please visit our website for the latest schedule and venue details. A McGill Certificate of Completion is given at the end.

## Key Themes covered over the duration of the program include:

### Business Simulation

This section employs an advanced computer simulation that challenges you to integrate, apply and test the concepts developed during the course. You develop strategies with your team and compete against other teams while enhancing skills in operational finance, strategic pricing, marketing and negotiations.

### In-Class Consultation

Challenge ideas and explore opportunities in your organization in consultation with our course leaders. This session provides an opportunity to integrate and apply the tools and strategies discussed in the program to your own business.

### Strategic Management

- Understanding strategic issues raised by globalization processes
- Gaining competitive advantage in global markets
- Initiating strategic change in large, mature organizations
- Managing innovation by balancing market risk and technological uncertainty
- Assessing leadership styles and organizational approaches to strategic change
- Creating strategic change in your organization

### Managerial Accounting and Control

- Acquiring effective techniques to analyze your firm's financial operations
- Integrating financial data with operations
- Employing activity-based management
- Applying life-cycle and target-costing
- Using financial and non-financial performance indicators
- Benefiting from capital investments
- Optimizing organizational capabilities

### Human Resource Management

- Managing human resources for strategic impact: the line manager's viewpoint
- Building a human resources strategy linked to the organization's business plan
- Developing competency-based human resources management
- Recruiting and retaining top performers
- Promoting an organizational structure that foster leadership

*Use your team's business simulation performance as a live HR learning laboratory.*

### Marketing

- Strategic considerations for your tactical approaches
- Competing to win
- B2B marketing
- Marketing Planning
- Effective differentiation
- Brand management
- Build market leadership

### Operational Efficiency

- Optimizing and managing all processes around your "value stream"
- Defining benchmarks in business excellence
- Employing effective operations strategy
- Understanding supply chain flows
- Efficient business processes: models and tools

### Managing the Whole Firm

- Taking a holistic view of key management challenges and bringing all the elements of your business together to create value.
- Transitioning from silos to cross-functional leadership
  - Using business models for value creation
  - Understanding the interplay between strategies



Faculty and Learning Approach

*As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.*

*Please visit our website to review the complete faculty team assigned to this program.*