

Unleash  
*your* potential

# Executive Development Course (EDC)

Mini-MBA for changing times



McGill

Executive  
Institute

[executive.mcgill.ca](http://executive.mcgill.ca)

# Program Overview

This flagship program condenses key topics from leading MBA and EMBA programs. It is designed to boost your career success through a comprehensive understanding of the pillars of business: strategy, marketing, finance, negotiations and people skills.

As the “rules of the game” are changing in almost every functional area of an organization, this learning experience offers timely exposure to new techniques, tools and trends. Launched in 1949, this is Canada’s top concise management program with hundreds of participants graduating each year.

Delivered in Montreal, Toronto, Ottawa, Calgary and Vancouver, the format fits well with the workday of busy professionals from both private and public sectors.

## Key Benefits

- Capture key learning from an MBA without the time and cost burden
- Gain a comprehensive understanding of core management functions
- Examine best practices in leadership and coaching employees reach their potential
- Improve your ability to think strategically
- Sharpen your financial literacy in order to make quality management decisions
- Understand the facets of marketing excellence, raising awareness and creating value
- Practice negotiation techniques to achieve successful, win-win outcomes

## Who should attend?

This program is valuable for those in corporate, government and nonprofit sectors who want to be at their best, but haven’t had time for an MBA or EMBA. It also a perfect opportunity for those considering an MBA before committing. It is perfect for managers who have had exposure to one functional area and plan to move into a general management position.

## What is included

The registration fee includes seminar supplies, a comprehensive workbook, meal service (breakfast, lunch and breaks) and a **certificate of completion** from the McGill Executive Institute.



# Key Themes

## Strategic Analysis

- Performing industry analysis
- Building competitive advantage
- Creating alignment in your organization
- Leveraging future trends in your industry
- Competing for the future

## Human Resources Skills

- Team-building and networking
- Managing for high performance
- Coaching and mentoring
- Dealing with conflicts
- Being an effective leader

## Accounting and Finance

- Accounting concepts
- Financial statement analysis
- The balance sheet: Assets, liabilities, equity
- Income and retained earnings statements
- Statement of changes in financial position
- Behaviour of direct, indirect, fixed and variable costs
- Break-even analysis
- Allocation of costs
- Relevant costs for decision-making
- Economic value-added
- Capital budgeting (long-term investment decisions)

## Managerial Negotiations

- Negotiating successfully: fundamental tools and approaches
- Preparing for negotiations
- Understanding the stages of negotiations
- Knowing when and how to share strategic information
- Negotiating in teams

## Marketing

- Market research
- Segmentation and targeting
- Positioning and customer knowledge
- Product and service line management
- Pricing
- Promotion
- Communications and distribution channels
- Customer experience management

## 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.

