

## Executive Development Course (EDC)

A mini-MBA for changing times



“ McGill’s mini-MBA allows immediate integration of actionable, effective knowledge and critical business thinking skills. If you want to get ahead in today’s competitive world, this is the program for you. ”

Bob Cockerill, PAC - Packaging Consortium

### OVERVIEW

This flagship program condenses key topics from leading MBA and EMBA courses into eight high impact days. 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. Established as a flagship program in Montreal, we are proud to carry on this legacy across Canada.

### KEY BENEFITS & TAKEAWAYS

- Capture key learning points from an MBA without the time and cost burden
- Gain a comprehensive understanding of core management functions and how they intermix
- Receive a toolkit of insights, skills and best practices for an immediate impact on the job
- Examine best practices in leadership, engagement and coaching employees reach their potential
- Improve your ability to think strategically, understand where to go, and implement plans to get there
- 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
- Connect with an exceptional peer group from diverse backgrounds

## 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 a full MBA or EMBA program. It also represents an opportunity for those considering an MBA who wish to "test the water" before making the full cost and time commitment. It is perfect for executives who have had exposure to one functional area and plan to move into general management responsibilities.

Graduating participants may pursue the momentum with the Advanced Management Course (AMC).

## PROGRAM IN DETAIL

The program is delivered in a highly interactive, hands-on learning style by senior faculty members with corporate experience. It includes key practical insights, case studies, individual exercises, role-playing and small group work.

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:

### 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 & Finance

- Accounting concepts
- Financial statement analysis
- The balance sheet: Assets, liabilities, equity
- Income & retained earnings statements
- Statement of changes in financial position

### Accounting & Finance (cont'd)

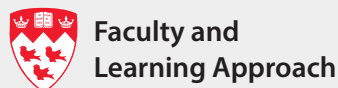
- Behaviour of direct, indirect, fixed & variable costs
- Break-even analysis
- Allocation of costs
- Relevant costs for decision-making
- Economic value-added
- Capital budgeting (long-term investment decisions)

### 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.*