

Unleash  
*your* potential

# Advanced Management Course (AMC)

## Mini-MBA Cycle II

Managing your organization  
effectively and efficiently



McGill

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Institute

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# Program Overview

A proven and popular seminar for more than 50 years, this practical and highly interactive program examines management's major disciplines in depth and from a strategic perspective. The *learning-by-doing* format includes a realistic business simulation that enables 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, learn from peer story telling, and gain new perspectives from the faculty team.

Delivered in Montreal and Toronto (Mississauga), the format fits well with the workday of busy professionals from in both the public and private sectors.

## Key Benefits

- Provides a condensed and up-to-date set of advanced management practices
- Enhances the ability to formulate and communicate key strategies
- Offers ideas to streamline management processes and set meaningful KPIs and goals
- Integrates late-breaking market, competitive, and organizational issues for managing change
- Includes personalized discussions with faculty that assist in implementing solutions
- Learn to apply new skills through a realistic and engaging business simulation
- Benchmark yourself and connect with peers from diverse industries/organizations

## Who should attend?

This program is designed for experienced 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 those who have taken our Executive Development Course (EDC).

## What is included?

The registration fee includes facilitation by our highly rated faculty members, course materials, cases studies, meal service (breakfast, lunch and breaks)\*, and a **certificate of completion** from the McGill Executive Institute.

*\*Meal service is included for in-person programs only.*



# Key Themes

## Strategic Management

- Build competitive advantage
- Understand your value chain
- Strategic growth and trade-offs
- Connect plans to results
- Importance of strategic execution
- Strategize on multiple levels (firm, product, market, etc.)

## Managing the Whole Firm

- Gain first-hand experience running a simulated business
- Make decisions that impact key functional areas
- Analyze environments to develop and implement a business plan
- Transition from silos to cross-functional alignment
- Turn disruption into opportunity

## Operational Excellence

- Understand agile principles
- Create a culture of continuous improvement
- Optimize and streamline processes
- Create lean supply chains
- Operational flows and efficiency

## Leadership and Culture

- Building blocks of organizational effectiveness
- Give and receive feedback
- Handle difficult conversations
- Values and authenticity
- Mindfulness for managers
- Positive workplace culture
- Manage others remotely
- Equity, diversity and inclusion

## Connecting With Customers

- Build market leadership
- Buyer behaviour
- Customer experience management
- Customer lifetime value
- Go-to-market trends and tech innovations
- AI essentials and applications
- Advanced presenting skills

## Financial Acumen

- Techniques to analyze financial operations
- Activity-based management
- Behaviour of direct, indirect, fixed, variable and mixed costs
- Break-even analysis
- Cost-volume-profit analysis
- Allocation of costs
- Variance analysis and budget preparation
- Compensation strategy
- Governance and controls

## Faculty and Learning Approach

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

Please visit our [website](#) for a full list of the faculty team assigned to this program.

