

Unleash
your potential

Executive Development Course (EDC) – Online

Mini-MBA for changing times



McGill

Executive
Institute

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 change for 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, from which hundreds graduate each year.

Delivered online, the format fits in well with the workday of busy professionals from both the private and public sectors.

Key Benefits

- Capture the key lessons of an MBA without the time and cost burden
- Gain a comprehensive understanding of core management functions
- Examine best practices in leadership, and in coaching employees to reach their potential
- Improve your ability to think strategically
- Sharpen your financial literacy in 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 the corporate, government, and non-profit sectors who want to be at their best, but haven't had time for an MBA or EMBA. It is also a perfect opportunity for those considering an MBA before making a commitment. It is beneficial for managers who have had exposure to one functional area and plan to move into a general management position.

More information at executive.mcgill.ca

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute. Ask us how you could qualify for a special **Mini-MBA Series Certificate**.



Key Themes

Strategic Analysis

- Perform industry analysis
- Build a competitive advantage
- Create alignment in your organization
- Leverage future trends in your industry
- Compete for the future

Human Resources Skills

- Build teams and network
- Manage for high performance
- Coach and mentor
- Deal with conflicts
- Be an effective leader

Accounting and Finance

- Accounting concepts
- Financial statement analysis
- 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

- Negotiate successfully – fundamental tools and approaches
- Prepare for negotiations
- Understand the stages of negotiations
- Know when and how to share strategic information
- Negotiate 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 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.