

Unleash
your potential

Executive Development Course (EDC)

Mini-MBA Cycle I

Managing your organization
effectively and efficiently



McGill

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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 in Montreal, Toronto, Ottawa, Calgary and Vancouver, 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, 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.*



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Key Themes

Strategic Analysis

- Strategic vision and mission
- Leverage core competencies
- Strategic planning process
- Competitive analysis
- Understand the value chain
- Strategic decision making
- Economic impact of business

People and Collaboration

- Self-discovery and personal strengths
- Leader and manager styles
- Emotional intelligence in the workplace
- Team collaboration and dynamics
- Conflict resolution
- Present confidently

Managerial Negotiations

- Negotiate successfully: key tools and approaches
- Stages of negotiation
- When to share information
- Team negotiations
- Prepare your action plan

Accounting Essentials for Business Decisions

- Understand financial statements
- Ratio and cash flow analysis
- Cash vs. accrual accounting
- Working capital management
- Evaluate project ROI using payback, net present value and internal rate of return

Marketing Excellence

- What marketing means today
- Segmenting and targeting
- Positioning and customer insights
- Product development
- Brand strategies
- Digital marketing
- Market research and idea testing
- Pricing strategies
- Service excellence

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.