Rotman Executive Programs

MBA Essentials

Rotman

Rotman School of Management
UNIVERSITY OF TORONTO

Gain the confidence to make better business decisions

Beyond having team management, mentoring, leadership, and other qualitative skills, professionals need to stay ahead of the latest developments and best practices in business management to achieve their goals. Understanding the macroeconomic trends that impact businesses, and building better strategies across finance, marketing, strategy, diversity, and inclusion is critical.

The online MBA Essentials program from The Rotman School of Management is designed to introduce structured management training to professionals and entrepreneurs across industries. This program will help both aspiring and experienced managers to familiarize themselves with fundamental concepts of management, and get up to date on the latest advancements in the field. At the end of this six-week program, you will have gained an understanding of the broad management principles across the areas of finance, accounting, marketing, and strategy. You will also get an introduction to future-driven themes, including business analytics, sustainability, and innovation.

#1 in Canada for Open Enrolment

THE FINANCIAL TIMES 2020

What you'll get:

The program will enable you to

→ Based on macroeconomic trends, identify opportunities for change and implement them in your organization

→ Apply knowledge of financial reporting to a business case

→ Appraise finance projects based on investment decision rules

→ Recognize the importance of marketing for growth

→ Formulate an action plan to create or support diversity and inclusion programs within your organization

Who Should Attend?

This program is designed for professionals and entrepreneurs seeking structured management training. It is also beneficial for experienced managers looking to develop future-ready management skills. It is ideal for

→ **Aspiring Managers** who want to learn fundamental management principles to advance their career or gain a promotion by getting a business certification from a prestigious institution

→ **Mid-to Senior-level Managers** seeking to keep up with current trends in management, raise their profile with a prestigious business certification, and move into a senior management or C-suite role

→ **Entrepreneurs** seeking to gain a broad understanding of management principles and learn to evaluate financial statements, appraise investment projects, and recognize the importance of marketing for organizational growth

Program Curriculum

Module 1: Macroeconomic Trends

Compare and contrast the economic recessions in 2008 and 2020 and learn about recovery patterns. Identify opportunities for change in your organization based on macroeconomic trends. Within the context of the recession caused by the COVID pandemic, analyze the following

- → Long-term deficits and government debt
- → The importance of global supply chains, especially for sourcing critical goods

Module 2: Accounting

Understand the basics of capital markets, the role of accounting, and the purpose of financial reporting. Learn to evaluate financial statements and apply knowledge of financial reporting to a real-world case.

- → Identify and differentiate between mandatory and voluntary disclosures in financial statements
- → Understand the elements of financial statements for analysis

Module 3: Finance

Examine the importance of financial markets and learn how they enable and discipline corporations. Understand how companies make investment decisions and appraise a finance project based on the four investment decision rules.

- → Recognize the power of compounding investments for higher returns in the long term
- → Judge an investment project based on the risks associated with it

Module 4: Strategy

Define strategy and learn about strategic decisions that determine how companies are positioned in the market. Explore the levers of competitive advantage and change management and examine ways to implement change in your organization.

- → Learn about the VRIO framework to map companies against the parameters of value, rarity, imitability, and organization to gauge sustained competitive advantage
- → Explore ways to protect your organization's position in the market

Module 5: Marketing

Assimilate the core concepts of marketing and the strategies that lead to growth. Recognize the importance of marketing, especially in developed economies and commoditized marketplaces. Examine marketing strategies that would lead to growth in your own organization.

- → Learn about segmentation and the ways to stand out in commoditized markets
- → Explore pricing strategies with respect to brand positioning

Module 6: Diversity and Inclusion

Identify the distinction between diversity and inclusion and learn about equality, equity, and justice. Recognize the gaps between intentions and actions and develop an action plan for behavioural change to remedy diversity and inclusion problems in your organization.

- → Discuss what diversity and inclusion mean to you as an individual and as a leader
- → Understand motivations—business, legal, and moral—that drive inclusion initiatives

Explore Management Strategies **through Case Studies**

Studying real-world examples gives you a better understanding of management concepts and helps you to apply them effectively in your organization.

Recognizing Revenue

Companies across industries have different ways of realizing revenues at various stages of the product manufacturing and distribution value chain. A lack of industry-wide standards may sometimes motivate organizations to manipulate earnings. How do you identify the discrepancies? Through a case study of the Biovail Corporation, you'll gain a better understanding of the principles involved in revenue recognition.

Market Positioning Strategies

How do you position a product or service in a market? Should your competitive strategy be based on price or on product differentiation? This case study explores concepts in the best-selling book *Blue Ocean Strategy* to help you examine the choices that companies make, and how those decisions determine their positioning in the market.

Marketing Strategies for Growth

Marketing is a powerful tool to propel growth in organizations. Companies go through various stages of growth, from in-house innovations to mergers and acquisitions, and throughout all of the steps, they rely on marketing to fuel their success. Through the case study on Caspar, you'll learn how companies build their marketing mechanisms to sustain growth.

Other learning methods include:

- Recorded Video Lessons
- Interactive Learning
- Try-It Activities
- Assignments
- Peer Discussion Groups
- Knowledge Checks
- Open Q&A

Program Faculty

Walid Hejazi

Academic Director
Associate Professor, International Business

Walid Hejazi teaches macro and global economics in the MBA and Executive MBA programs. He has researched, advised on and published extensively on topics related to international trade and foreign investment. He has been an advisor to the Canadian government and has testified many times before parliamentary and senate committees on global competitiveness. He is currently working on a series of studies that shed light on the competitiveness and productivity of Canadian firms. Hejazi has developed a successful MBA program in Islamic Finance, the first of its kind in Canada. He has delivered lectures in over 30 countries.

Hejazi has a Ph.D. and an M.A. from the University of Toronto and a B.A. from the University of Western Ontario.

Scott Liao

Professor, Accounting
Director, Research Resources and Communication

Scott Liao has been researching and teaching financial accounting with a focus on banking and data analytics for more than 12 years. His research interests include banking regulation, agency problems in debt markets, and the economic consequences of financial reporting and disclosure. He has published papers in leading journals such as *The Journal of Accounting and Economics, The Accounting Review, Contemporary Accounting Research*, and *Management Science*. He is an editor at *Contemporary Accounting Research*, and a co-editor at the *International Journal of Accounting*.

Liao has a Ph.D. from Ohio State University as well as an M.B.A. and a B.S. from National Taiwan University in Taipei.

Simon Ashbourne

Adjunct Professor, Marketing
Partner, The Marketplace Capabilities Group Inc.

Simon Ashbourne has over 25 years of consulting experience across the consumer packaged goods, pharmaceutical, and retail industry segments. His focus areas are strategic planning, brand and customer portfolio planning, pricing strategy, and sales-resource deployment. Ashbourne has been a part-time faculty member and an award-winning instructor at The Rotman School of Management since 2002. He develops and teaches both marketing and global marketing courses at the Executive MBA level.

Ashbourne has an M.B.A. in Marketing and Finance (joint major) from the University of Toronto and a B.A. in Modern Languages from the University of Nottingham in the UK.

Sonia K. Kang

Canada Research Chair in Identity, Diversity and Inclusion
Associate Professor of Organizational Behaviour and HR Management in the Department of Management at the University of Toronto, Mississauga Chief Scientist, BEAR Centre (Behavioural Economics in Action at Rotman)
Faculty Research Fellow, Rotman Institute for Gender and the Economy (GATE)

Sonia K. Kang's research explores the challenges and opportunities involved in social issues based on identity, diversity, and inclusion. She takes a novel approach to studying the issues by harnessing the power of behavioural insights and organizational design. Kang's research paper "Whitened Resumes" has won two Best Paper awards and was ranked No. 3 on the Financial Times' global top 100 list of Business School Research with Social Impact (February 2020).

Kang has a Ph.D. and an M.A. from the University of Toronto and a B.S. from the University of Alberta.

About Rotman

At Rotman Executive Programs, Canada's leading executive education provider for open-enrolment programs, we enable leaders to develop the capacity to transform themselves, their organizations and their communities by offering specialized business education programs for individual and organizations which address today's business challenges and opportunities.

Our programs for individuals cover all areas of executive training, including leadership, management, strategic human resources, governance and finance, for public, private and non-profit sectors.

We also work directly with organizations and their executives around the globe to address their unique challenges and opportunities by designing customized programs focusing on helping organizations and their leaders achieve better business results.

About Emeritus

The Rotman School of Management is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality people expect from Rotman.

Emeritus's approach to learning is based on a cohort-based design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on project-based learning. In the last year, more than 100,000 students from over 80 countries have benefitted professionally from Emeritus's courses.

Duration

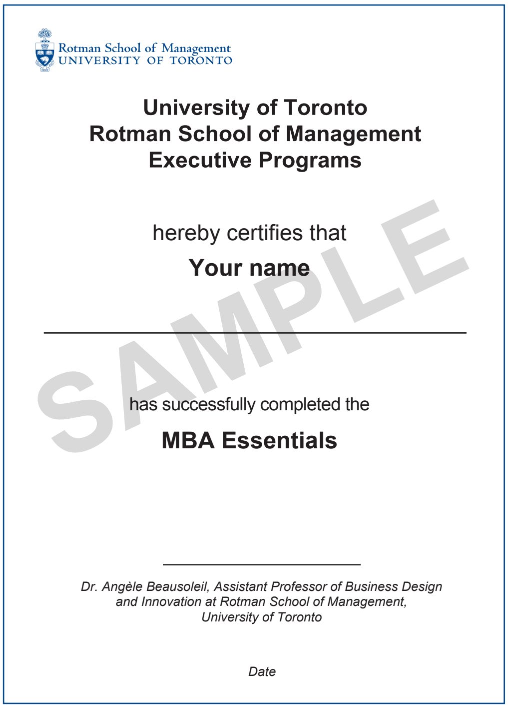
6 weeks, online
4-6 hours/week

Program Fee

C$2,600

Certificate

Upon successful completion of the program, you'll earn a digital certificate of completion from the Rotman School of Management. This program counts toward a Rotman Excellence in Executive Leadership Certificate.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University of Toronto
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Executive Programs

hereby certifies that

Your name

SAMPLE

has successfully completed the

MBA Essentials

Dr. Angèle Beausoleil, Assistant Professor of Business Design and Innovation at Rotman School of Management, University of Toronto

Date

Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of the Rotman School of Management

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Here's where it changes.