

Rotman Executive Programs

MBA Essentials

Rotman



Rotman School of Management
UNIVERSITY OF TORONTO

Learn - Unlearn - Relearn the disciplines of MBA

It is now more imperative than ever to have a workforce that is adaptable to market changes. The requirement from professionals has gone beyond having team management, mentoring, leadership, and other qualitative skills – to also staying abreast of industry developments and best practices in business management to achieve their goals.

The Rotman School of Management has introduced an MBA Essentials, a virtual e-learning program, an interactive and fastgrowing approach to enhanced business education, to equip you with the knowledge and insight to make strategic and operational decisions in any industry.

Each week you will learn from some of Rotman's most exciting and knowledgeable faculty, who teach the oncampus version of this online program. You will develop your business acumen, learn how to work collaboratively across departments and divisions of your business.

The virtual e-learning program introduces structured management training to professionals and entrepreneurs across industries. It will help ambitious and experienced managers like you become familiar with fundamental management concepts and ramp up on the latest advancements in the field. By the end of six weeks, you will get a broader sense of factors influencing decision-making in business, gain knowledge of the management principles across different department functions, and gather fresh perspectives on future-driven themes, including business analytics, sustainability, and innovation.

What you'll get:

The virtual e-learning program will enable you to

- Understand the modern day principles behind an MBA and how they address contemporary business challenges
- Understand the prominence of marketing for business growth
- Identify opportunities for business transformation based on macroeconomic trends and implement them
- Deep dive into finance, technical, and marketing skills to optimize business operations
- Formulate an action plan to create or support diversity and inclusion programs within your organization
- Improve your managerial proficiency to move strategically and tactically

Who should attend the course?

This virtual e-learning 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 upskill with a business certificate from Rotman.
- **Mid-to Senior-level Managers** seeking to keep up with current trends in management, ramp up on the latest advancements in the field, and move into a senior management or Csuite 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

Identify opportunities for change in your organization based on macroeconomic trends. Learn how to compare and contrast the economic recessions in 2008 and 2020 and understand recovery patterns. 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

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

- 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

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 shield 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 progress in your organization.

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

Module 6: Diversity and Inclusion

Explore the distinction between diversity and inclusion and learn about equality, equity, and justice in a business. 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.



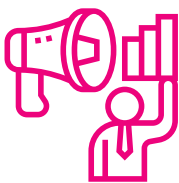
Recognizing Revenue

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

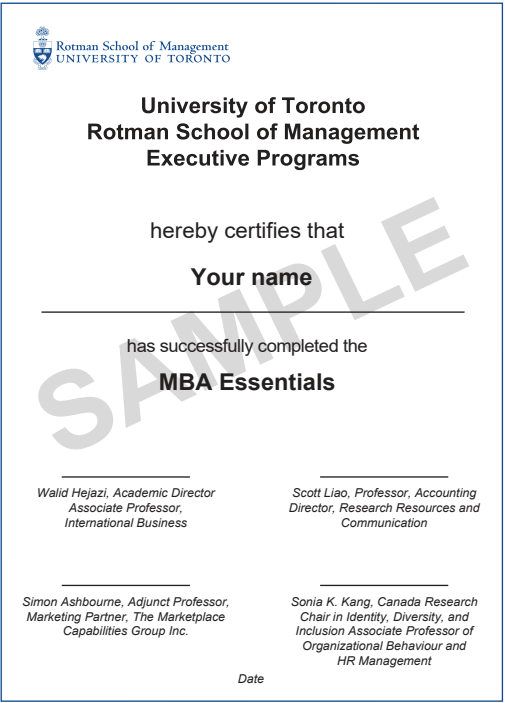
C\$2,700

Financial Assistance for Ontario Residents

The Ontario Student Assistance Program has recently begun to offer funding for micro-credentials, including Rotman Executive Programs. This new resource is part of Ontario’s micro-credentials strategy, helping learners access more opportunities to train or upskill for in-demand jobs through loans and grants. This funding is available for Ontario residents only with additional requirements. For more details, please refer to our [Financial Aid Page](#).

Certificate

Upon successful completion of the six-week virtual e-learning program, you’ll earn a digital certificate of completion from the Rotman School of Management. This virtual e-learning program counts toward a Rotman Excellence in Executive Leadership Certificate.



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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program advisor

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Here's where it changes.