



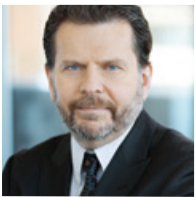
JOHN MOLSON EXECUTIVE CENTRE ADVANCED MANAGEMENT PROGRAM

September to December 2015

CONCORDIA.CA/AMP



WORD FROM THE DEAN



On behalf of Concordia University's John Molson School of Business, I invite you to learn more about the John Molson Executive Centre's Advanced Management Program

(AMP). I am confident that your participation in this program will contribute to your growth and development as a professional.

The hands-on approach of the AMP was developed for busy managers like yourself in mind. You will be exposed to fundamental

management principles and to the latest industry trends by some of JMSB's world-renowned faculty members as well as industry experts.

The program is sure to provide you with a stimulating and enriching learning experience. Thank you for considering the John Molson Executive Centre.

Sincerely,

Steve Harvey, Dean

PROGRAM OVERVIEW

The John Molson Executive Centre's Advanced Management Program (AMP) offers managers comprehensive business training in a flexible, hybrid format that accommodates their busy schedules. The program covers condensed topics drawn from the world renowned John Molson MBA curriculum.

With a focus on the latest industry trends, courses are taught by JMSB's award-winning faculty as well as industry experts using applied and practical approaches. Each module explores a wide array of business essentials. Participants work on individual and team projects throughout the program.

This hybrid program combines in-class sessions, webinars and other distance learning

tools, culminating in a case competition that simulates a real business situation, stimulating students' creativity and testing their decision-making abilities in a high-pressure environment.

LEARNING OBJECTIVES

- Gain a solid base of core business and managerial principles
- Discover current industry best practices
- Develop your ability to influence others
- Improve your ability to solve problems under pressure
- Learn a holistic approach to dealing with business challenges
- Improve your ability to think strategically

INSTRUCTORS



Ingrid Chadwick has a PhD in Organizational Behaviour from the Queen's School of Business and a Masters of Education in Organizational Learning from Queen's University. Prior to her academic

career, she worked as a Human Resources Specialist in employee and organizational development both in Canada and in Sweden.



Jean-Paul Isson authored the Amazon.com best-selling book *Win with Advanced Business Analytics: Creating Business Value from your Data* (2012), and is working on his second

book, *People Analytics in the Era of Big Data* (2015). He is an internationally-recognized speaker and an expert in advanced business analytics. Mr. Isson is also Global Vice President of Business Intelligence and Predictive Analytics at Monster Worldwide, Inc.



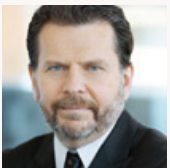
Michel Magnan is a professor of accountancy and Stephen A. Jarislowsky Chair in Corporate Governance at the John Molson School of Business. He is also Director of JMSB's Desjardins

Center for Business Finance Innovation. He has designed and/or taught professional development seminars in financial reporting, financial statement analysis and management control for organizations such as Bombardier, W.M. Mercer, Ordre des CPA du Québec, CPA Canada, RONA and Mouvement Desjardins. His other teaching interests include governance and business valuation.



David Moscovitz is a successful business consultant, distinguished lecturer and seminar leader, and advisor to several Montreal-based business organizations. He has been a faculty member of

the John Molson School of Business for over 30 years. His research and consulting interests focus on sales, product and marketing management, advertising and consumer behaviour.



Steve Harvey is the dean of the John Molson School of Business and a professor in the Department of Management. He earned his PhD from the University of Guelph

and has been an active scholar, professor, administrator and consultant in management and human resources. Dr. Harvey has served as a consultant to a number of organizations on various organizational staffing and management issues central to their success and competitiveness.

FORMAT, STRUCTURE AND SCHEDULE

- From September to mid-December 2015
- The program starts with an orientation session and ends with a graduation ceremony
- Access to a library of resources
- Access to an online instructional platform supported by instructors
- Instructors offer online office hours to answer questions and discuss material covered in class or during webinars

Orientation Session

Friday, September 11, 2015

Webinars

Offered on a regular basis as of September 24, 2015

Content

PART 1: MASTERING BUSINESS ESSENTIALS	PART 2: CREATING VALUE
Managing and retaining talent September 12	Creating Thinking and Innovative Decision Making October 17
Negotiation Strategies September 19	Social Media Strategy October 24
Financial and Managerial Decision Making October 3	Winning with Business Analytics October 24
Financial Markets October 3	Strategic Marketing October 31

PART 3: DRIVING BUSINESS STRATEGY	PART 4: CASE METHOD INTEGRATION
Strategic Leadership November 14	Strategic Management and Live Case Competition December 11, 12 and 13
Leading Change Dynamics November 21	
Sustainable Business Strategy November 28	
Ethics in the World of Business November 28	



REGISTRATION

The participation fee for the Advanced Management Program (AMP) is \$4,500 per person (+ applicable taxes). This amount includes meals, course material, and access to webinars and to the online instructional platform for the entire program, the graduation cocktail, and the certificate of achievement.

PROMOTIONAL OFFERS*

SPECIAL LAUNCH OFFER

\$3,500 if you register before July 10, 2015!

- Corporate Package: Register three participants and receive one complimentary seat
- Not-for-Profit Organizations: 15% discount on the participation fee
- Concordia Rate: 15% discount for Concordia students, staff, faculty and alumni

*Promotional offers cannot be combined.

REGISTER TODAY!

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+1-514-848-3960

CANCELLATION POLICY

Total Refund: Minimum 14 days' notice

50% Refund: Minimum 7 days' notice

No refund if less than 7 days' notice

INSTRUCTORS



Raymond Paquin is a member of the Department of Management at the John Molson School of Business and a research affiliate with JMSB's David O'Brien Centre for Sustainable Enterprise. His research focuses on the intersection of business and

society and includes issues such as environmental strategy, sustainability, industrial ecology and inter-organizational environmental collaborations.



Fred Rosenzweig is President of MindRange - The Institute for Thinking Development. He has developed successful consulting services and training programs for a wide range of corporate clients in the areas of banking, consulting,

engineering and research, marketing, media, packaged goods and telecommunications.



Mariola Wielgopolan is an accomplished executive coach, consultant, lecturer, and public speaker who has worked with major corporations including CGI, Groupe Desjardins, Hydro Quebec, Ordre des Comptables Agréés du Québec, National Bank,

Quebec Bar Association, Air Canada Vacations, CGI Group, Department of Justice Canada, as well as various agencies of the Quebec government.



Ron Thiessen is a psychologist, corporate consultant, speaker and instructor who has more than 20 years' experience in personal growth coaching and group facilitation. He has been referred to as an "inspirational evolutionist", challenging his

audiences and clients to stretch toward personal growth and well-being.



CIRQUE DU SOLEIL®

LIVE CASE COMPETITION

Presented by *Cirque du Soleil*



This is the final component of the Advanced Management Program and it allows participants to integrate the concepts and practice the skills acquired in the program.

- The instructor delivers a session about strategic management
- Representatives from *Cirque du Soleil* present their business case to the class, explaining the key business issues that require resolution.
- Participants work in small teams to analyze the case and solve the issue(s).
- Teams present their recommendations to *Cirque du Soleil* representatives.
- The team who presented the best recommendations is selected by *Cirque du Soleil* as the winning team.

Day 1

Module: Strategic Management

Day 2

Live Case:
Presentation by *Cirque du Soleil*
and Teamwork

Day 3

Teamwork and
Live Case Competition

FACILITATOR



Tim Field is a senior lecturer in the areas of business policy and strategy, entrepreneurship and small business management, and business ethics in the

MBA and undergraduate programs of the John Molson School of Business.

Mr. Field is also active outside the university, providing management consulting services to various companies in a variety of industries, including retail, biotechnology, telecommunications, aerospace, manufacturing and IT. He helps his clients develop business plans, strategic plans, and branding and marketing plans.

REGISTER TODAY!

CONCORDIA.CA/AMP +1-514-848-3960



JOHN MOLSON
SCHOOL OF BUSINESS



Executive Centre

ADVANCED MANAGEMENT PROGRAM SEPTEMBER TO DECEMBER 2015

SECURE YOUR SPOT TODAY!

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