



# Management Development Program

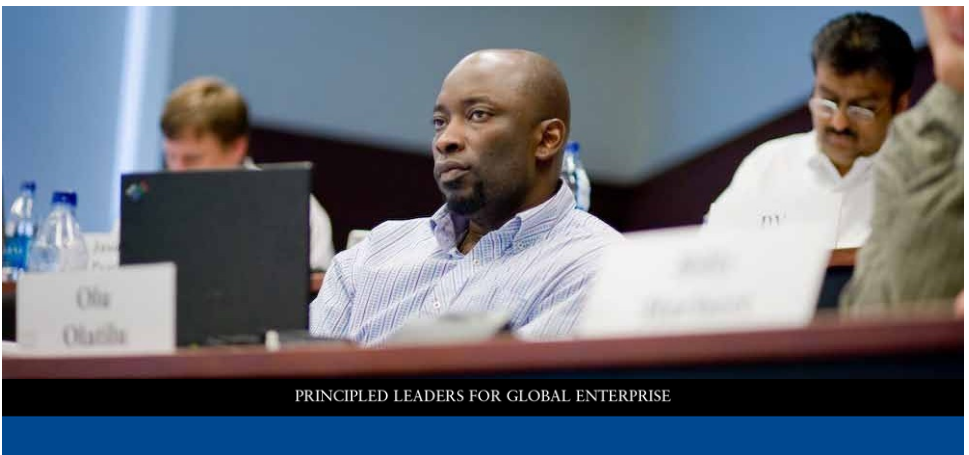
As organizations grow and change with the times, so must managers and leaders. The *Management Development Program*, designed to hone and apply skills that focus on critical business topics, develops individuals for leading the complex enterprise. This program broadens perspective by focusing on the interplay between critical business functions and provides participants with a well-rounded set of tactical skills that are immediately applicable to their jobs.

## Program Overview

This focused and intensive program covers crucial business management skills including:

- Strategy and Competitive Advantage
- Operations Strategy and Execution
- Marketing
- Human Capital Management

The *Management Development Program* concludes with the Capstone Simulation, a rigorous and engaging team-based business simulation that merges all of the topics covered through the week, emphasizes strategic thinking, and the impact of decisions across the organization.



## Learning Objectives

Individuals will emerge from this program with the ability to

- Distinguish their organization as a complex system and the criticality of each business function
- Understand and apply corporate strategy concepts
- Recognize the link between operations and strategy and apply tools that will help close that gap
- Develop a marketing response to the components of shifting preferences and generational demographics
- Effectively lead and direct the actions of their teams
- Use key performance indicators to guide organizational growth and development

## Target Audience

The *Management Development Program* is for mid- to upper-level managers, directors, and other executives with a minimum of two years of management experience. It is especially relevant for those who have moved from a tactical role to a more strategic one, who wish to expand their influence across the organization.

## Program Details

2009 Dates:      June 15-19 (\$5,995)  
                          October 19-23 (pricing to be announced)

**Goizueta Management Certificate** will be awarded to those who complete both *Management Development Program* and *Managerial Leadership* within one year.

“Business Schools today cannot just reflect business the way it is. They must teach business the way it will be.” - *Roberto C. Goizueta*

Emory Executive Education models its approach to program development, design and delivery with that of Goizueta, a leader known for his innovative and action-oriented style of leadership and business ideas. To learn more, visit our website at [www.emoryexeced.com](http://www.emoryexeced.com).



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