

ONLINE PROGRAM

ACCELERATED GENERAL MANAGEMENT PROGRAM

START DATE

May 2023

M | MICHIGAN ROSS
#1 EXECUTIVE EDUCATION PROVIDER
IN NORTH AMERICA

—Financial Times, 2022

EXECUTIVE EDUCATION
ONLINE CERTIFICATE
PROGRAM

*Accelerated.
Flexible.
Personalized.
Actionable.*



Accelerated General Management Program

Strengthen your business acumen, broaden your management capabilities, and gain actionable tools to advance your career with this personalized, six-month online certificate program.

START DATE

May 2023

DURATION

6 months (5 courses, 4 weeks each)

FORMAT

Asynchronous online + live sessions

COMMITMENT

5-7 hours/week

PROGRAM FEES

\$9,000

PROGRAM OVERVIEW

Accelerate Your Career

The Accelerated General Management Certification Program is ideal for directors, senior managers, and mid-career professionals seeking to upskill and broaden their business perspectives with the credibility and rigor that is synonymous with Michigan Ross. The program enhances general management skills to accelerate your career trajectory and to reach new career goals with comprehensive course material and relevant specialty courses.

APPLY NOW »



KEY BENEFITS

- > Develop an in-depth understanding of core business concepts and gain knowledge of new emerging topics
- > Learn a systematic approach to solve business problems and successfully apply strategic frameworks to real decision-making processes in the workplace
- > Drive personal and organizational performance by learning to reflect on behaviors and understand their broader impact
- > Gain an enterprise mindset and understanding beyond functional areas to grow and contribute more to the workplace
- > Expand your perspective and network by interacting with cross-functional faculty and participants with diverse backgrounds
- > Earn a digital badge to share online on social media after successfully completing each course and a digital certificate upon successful completion of the program
- > Ensure Assurance of Learning via assessments at the end of each course

WHO SHOULD APPLY?

- > People managers moving into greater organizational responsibility
- > Next-level leaders who are on the path to gaining additional management responsibilities
- > Those without prior formal business education looking for an in-depth understanding of core business concepts
- > Functional and technical experts entering management roles
- > Individuals seeking professional or entrepreneurial growth
- > Motivated professionals looking to gain a comprehensive business credential to accelerate their career or switch career paths

STRUCTURE AND CONTENT

Total time commitment: 6 months / 5-7 hrs per week

4 INTERDISCIPLINARY FOUNDATIONAL COURSES



CHOOSE 1 SPECIALTY COURSE



ACCELERATED GENERAL MANAGEMENT PROGRAM





FOUNDATIONAL COURSES

Four interdisciplinary courses lay the foundation for how to handle management challenges. Each course will use real examples, focus on decision-making, and ultimately lead you through a comprehensive journey of key management functions.

1 ANALYTICAL THINKING

How do you measure value generation at your organization? Learn how finance and accounting work together. Develop a toolkit to make and understand key financial decisions at a firm.

OUTCOMES

- > Identify key value drivers in your business
- > Build a scorecard to track performance while understanding its tradeoffs
- > Distinguish between growth that can create vs. destroy value
- > Select investment projects at the individual project level and at the firm level
- > Explore how the capital markets work and how they affect your business

3 STRATEGIC DECISION MAKING

How do you evaluate your firm's strategic position through an economic lens? Build microeconomic foundations of markets and competition, and learn how to make strategic decisions that will build your competitive advantage.

OUTCOMES

- > Examine problems and make decisions through marginal analysis
- > Understand and analyze market dynamics and identify sources of competitive advantage
- > Evaluate the corporate scope of projects and opportunities
- > Develop a systematic strategy process

2 VALUE-DRIVEN THINKING

What is the constraint in your organization — creative ideas or operational capabilities? Explore value generation within your organization through your customers and your operations. You will learn modern marketing methods, work through operational decision-making processes, and learn how to apply these concepts.

OUTCOMES

- > Identify opportunities for value creation
- > Develop a systematic plan for testing and improving value creation opportunities
- > Develop a strategic go-to-market plan for successful value creation
- > Structure operations to facilitate execution of go-to-market plans

4 PEOPLE-DRIVEN THINKING

Do you know what it takes to foster a high-performance culture? Learn what motivates people and how to design a system of empowerment. Discover your leadership style and learn how to effectively use it to manage people.

OUTCOMES

- > Understand how to self-coach the skills needed to lead yourself and others
- > Learn and practice techniques for creating high-value negotiations
- > Identify indicators of team effectiveness and learn skills to manage team dynamics
- > Understand how an organizational congruence framework can be applied to organizational architectures and change management

SPECIALTY COURSES

Personalize your learning experience to meet personal leadership goals and broaden your business perspective.

▶ **MANAGING THE FUTURE OF WORK: Acquiring, Developing, and Engaging the Evolving Workforce**

How can managers prepare their organization to create the workforce of the future? This course will explore multiple forces of change, including demographics, technology, automation, and globalization. It will also blend theory and practice on topics covering human capital management, on-the-job training, empowerment, labor practices around the globe, and the impact of technology on the future of human capital.

▶ **DIVERSITY, EQUITY, AND INCLUSION**

What is the value of diversity and how can organizations benefit from it? This course will provide a theory for why organizations need diversity and how they can maximize its benefits to design a more diverse, equitable, and inclusive (DEI) workplace. You will leave with practical tools and a DEI action plan that you can apply to your organization and to your personal life.

▶ **DIGITAL TRANSFORMATION AND INNOVATION**

How can you capitalize on new digital capabilities within your organization? This course will introduce you to the opportunities created by artificial intelligence, digital platforms, and big data. You will leave with applicable frameworks on how to use digital innovation to gain a competitive advantage.

LEARNING EXPERIENCE

Michigan Ross Executive Education online programs offer unique course designs, live engagement with renowned faculty, and a proven history of achieving results. Named a Global Top 10 provider by the *Financial Times*, we are committed to delivering a cutting-edge program that equips professionals with the skills they need to realize their goals.



INTEGRATED COURSE DESIGN

Four integrated core courses are paired with a specialty course for a comprehensive approach that includes Assurance of Learning.



PEER-LEARNING COMMUNITY

Enjoy camaraderie and professional networking with a cohort of business leaders from around the world.



REAL-WORLD APPLICATION

Actionable takeaways and strategic frameworks that can be immediately applied to real issues in the workplace.



SUBJECT MATTER EXPERTS

Michigan Ross experts are available to help students successfully complete their courses by explaining concepts and offering their support.



LIVE SESSIONS

Each course features a capstone live synchronous session where you synthesize and apply your new learning with Michigan Ross faculty experts.



CERTIFICATE/BADGING

Receive a digital badge after each course to share on social media and a certificate upon successful completion of the program requirements.

AWARD-WINNING ROSS FACULTY

Expert Michigan Ross faculty convert research-based insights into actionable outcomes.
Learn from the same faculty who teach in the highly-ranked degree programs.



Gwen Yu // FACULTY DIRECTOR
Arthur Andersen Professor of Accounting
Associate Professor of Accounting



Sue Ashford
Michael & Susan Jandernoa Professor of
Management and Organizations
Chair of Management & Organizations



Lindred Greer
Associate Professor for Management and
Organizations
Michael R. and Mary Kay Hallman Fellow



Wally Hopp
C.K. Prahalad Distinguished University
Professor of Business and Engineering
Professor of Technology and Operations
Professor of Industrial and Operations
Engineering



Uday Rajan
David B. Hermelin Professor
of Business Administration
Professor of Finance



Jagadeesh Sivadasan
Jack D. Sparks-Whirlpool Corporation
Research Professor of Business
Administration
Professor of Business Economics
and Public Policy

#1 FACULTY IN OPEN
ENROLLMENT PROGRAMS

-FINANCIAL TIMES, 2020



Francine Lafontaine

Associate Dean for Business +Impact
William Davidson Professor of Business
Economics and Public Policy
Professor of Economics, LSA



Nigel Melville

Associate Professor of Technology
and Operations



Gretchen Spreitzer

Associate Dean for Engaged Learning &
Professional Development
Keith E. and Valerie J. Alessi Professor of
Business Administration
Professor of Management
and Organizations



S Sriram

Professor of Marketing
Michael R. and Mary Kay Hallman
Faculty Fellow



Maxim Sytch

Associate Professor of Management and
Organizations



Yue Maggie Zhou

Associate Professor of Strategy

SHARE YOUR SUCCESS

Highlight your managerial skills and achievements with credible recognition from the Stephen M. Ross School of Business at the University of Michigan. Participants will receive a social media-friendly badge after each course and a certificate upon successfully completing program requirements.

APPLY NOW »

M MICHIGAN ROSS | Executive Education

*This is to certify that
Michelle Vazquez
successfully completed the*

Accelerated Management Development
Certificate Program

November 2021

D. S. DeRu
D. Scott DeRu
Dean, Stephen M. Ross School of Business

Melanie A. Barrett
Melanie A. Barrett
Executive Education Officer



“Michigan Ross is thrilled to be able to take advantage of all the innovations that have been happening in the digital space in order to offer you this comprehensive, interactive and personalized online certificate program that will help you advance your career.”

GWEN YU // FACULTY DIRECTOR



THE UNIVERSITY OF MICHIGAN

Founded in 1817, the University of Michigan is one of the first public universities in the U.S. U-M is one of only two public institutions in the U.S. consistently ranked in the top 10 and has more than 100 top-ranked graduate programs. U-M maintains a global presence including initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

Executive Education has been named a Top 10 global provider by the *Financial Times* for the past five years fueled by excellence in our unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organizational performance.

No matter your business challenge or strategic priority, Michigan Ross can be your partner in success. We'll help take your organization's leaders to the next level as they collaborate with world-class faculty who are adept at translating academic work into effective business practices. Our action-based approach helps identify organizational goals and immediately apply proven concepts to your everyday work.

Diversity, Equity, and Inclusion

At Michigan Ross, our mission is to create a better world through business. Our dedication to academic excellence for the public good is inseparable from our commitment to diversity, equity, and inclusion (DEI). We invite you to join us in expanding opportunities for increased participation of members of all communities in our executive education programs.

For more about our commitment to DEI, visit michiganross.umich.edu/about/diversity

Open Enrollment Programs

Whether you're an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to satisfy your needs.

PROGRAMS FOR INDIVIDUALS »

Custom Programs

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive learning experiences.

START A CONVERSATION »

Online Programs

From developing your personal leadership style to transforming your company culture, world-class Ross faculty lead relevant courses to meet your needs.

DIGITAL COURSE OFFERINGS »

ONLINE PROGRAM

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live sessions

CONTACT US

734-763-1000
Rossexeced@umich.edu

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6 months
(5 courses, 4 weeks each)

COMMITMENT

5-7 hours/week

PROGRAM FEES

\$9,000 U.S.

APPLY NOW »

The Regents of the University of Michigan

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown,
Sarah Hubbard, Denise Ilitch, Ron Weiser, Katherine E. White, Santa J. Ono (ex officio)

University of Michigan Nondiscrimination Policy Notice

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Executive Education
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