

# The Michigan Executive Program

## Our flagship program for senior executives

### Designed for:

The Executive Program is particularly appropriate for a senior executive whose experience has been concentrated in a single functional area and who has or will soon have general management responsibilities. The program is designed to provide a deep, comprehensive understanding of all corporate functional areas and the leader's role in integrating their diverse activities and decisions. Ideal candidates may currently be at the vice president, director, country manager or divisional executive level.

### Takeaways

As the rules of competition shift in virtually every industry, a "new game" has emerged. Corporate strategy is no longer a linear progression from point A to point B; it is now best viewed as a holistic, multidimensional process that seeks to create value in every facet of the organization.

As your organization responds to this strategic "inflection point," your management skills must be updated and expanded to lead your company to compete successfully. Exploring the issues, policies and competitive factors that are driving today's business decisions, The Executive Program will help you:

- Play an integrative leadership role in the development and implementation of the organization's competitive strategy
- Bring a multi-disciplinary perspective to the organization's decision making
- Communicate the value-creating logic of global strategies and difficult decisions to customers, employees and investors

Program participants return to their organizations re-energized and equipped with new strategies and tools to lead their organizations to success in the new competitive global environment.

### Overview

All topics in The Executive Program are examined from your vantage point as a senior executive, with recognition of the differences arising from product or service, market, industry and environment. Primary consideration will be given to issues

involved in planning the strategic direction of business within economic, political, organizational and competitive parameters and constraints. Throughout the program, you will have numerous opportunities to examine issues, problems and opportunities from a multidimensional, multicultural perspective. As a participant in The Executive Program, you will explore a range of concerns involved in managing the multi-business firm in the global economic environment.

### What to Expect

Throughout the program, your learning is enriched by lectures, case analyses, class discussions, small-group and individual presentations and multi-media and computer simulations. Within each of these teaching modalities, you are an active player in the learning process and in the array of managerial decisions that must be reached. You will take away a wealth of resources to help you apply new ideas and innovative solutions to management challenges within your organization. The Executive Program's challenging, accelerated pace demands that you devote your full attention to assimilating new knowledge and skills. Formal classes meet each weekday, from 8 a.m. to 4 p.m. Two Saturday morning sessions are also scheduled. Outside the classroom, you will spend three to four hours each day completing assignments, preparing cases, and reading reference materials. Work is completed on both an individual and a group basis.

**"Other executive programs are either case-study centric or theoretically based. Michigan's Executive Program offers a combination of both, with opportunities to discuss my specific issues with world-renowned faculty members and program participants from some of the world's largest global organizations."**

Yomi Famurewa  
Vice President  
Supply Chain & Design Systems  
ArvinMeritor

Note: This program is by application only.

Visit: [MichExecEd.com](http://MichExecEd.com)  
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ROSS SCHOOL OF BUSINESS  
Executive Education

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### Program Focus

This program is designed to expand your business acumen and develop your knowledge in five key areas:

#### Corporate Strategy

The topic of strategic planning provides an overarching framework for most of the subject matter covered in *The Executive Program*. Emerging patterns of global competition and host/home government restrictions form the backdrop for firms competing in the global marketplace. Topics examined include: organizing for global competition, creating organizational capability, strategic alliances, innovation and product development, managing core competencies and strategic intent.

In addition, factors influencing the general manager's role in evaluating strategic options and implementing chosen actions are outlined.

#### Financial Analysis and Economics

An understanding of the principles of economics, accounting and financial analysis are essential for managerial success. Topics examined include: financial analysis of global competitors, valuation principles, money and capital markets, financing the firm, financial analysis for corporate investment decisions, corporate performance measurement, value-based corporate strategy and corporate restructuring. The accounting segment focuses on an appreciation of financial statement structure and analysis. The economics segment deals with current global issues in macro- and microeconomics.

#### Strategic Marketing Planning and Management

Marketing management is an integral part of the strategic planning process. This segment of the program examines the market-driven organization, segmentation and positioning, product/market choice, value assessment and actualization, marketing research, environmental and industry analysis, marketing strategy, resource allocation in marketing and the future of marketing. Computer simulation exercises are an important part of this section.

#### Leadership, Change and Innovation

Strategic change demands modifications in organizational structure, human resource practices and leadership. Topics examined include: HR as a competitive advantage, dynamics of positive organizations, transformational leadership, diagnosing and changing organizational culture, managing change and leading innovation.

#### Information and Decision Technology

Key issues facing senior management in the use of technology are discussed. Topics examined include: corporate information systems, information technology's impact on industry structure, information for competitive advantage, the development of information technology, information technology in support of product marketing, allocation of costs for information systems and managing organizational change. The use of corporate information technology in the context of the multibusiness firm is emphasized.

"An excellent program —

very well managed, with world-class faculty.

Thought provoking and engaging — with the right mix of participants from various fields."

Bhashyakarlu Rambhala  
President and CEO  
InfoTech Enterprises Inc.

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