



## Mini MBA - Strategic Management Program

This is an intensive, two-week Executive Education program designed for senior-level managers and those with high potential. It is organized by the William Davidson Institute at the University of Michigan, in cooperation with the Stockholm School of Economics in Riga.

The Strategic Management Program is divided into four modules:

Module 1	Module 2	Module 3	Module 4
Marketing	Finance	Organizational Behavior & Leadership	Strategy
<ul style="list-style-type: none"> <li>✓ Research, analysis</li> <li>✓ Strategy</li> <li>✓ Segmentation, targeting, positioning</li> <li>✓ Product design</li> <li>✓ Pricing</li> <li>✓ Distribution, logistics</li> <li>✓ Promotion</li> <li>✓ Implementation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Statement analysis with ratios</li> <li>✓ Cost-volume-profit planning</li> <li>✓ Break-even analysis</li> </ul>	<ul style="list-style-type: none"> <li>✓ Leadership roles and competencies</li> <li>✓ Empowerment and delegation</li> <li>✓ Organizational communication</li> <li>✓ Motivation and organizational culture</li> <li>✓ Talent management</li> </ul>	<ul style="list-style-type: none"> <li>✓ Industry and competitive analysis</li> <li>✓ Competitive advantage</li> <li>✓ Growth strategy</li> </ul>
Dr. John Branch	Neil G. Cohen	Dr. Julie Felker	Dr. Yusaf H. Akbar

The modules present both foundational general management principles and the most recent theoretical developments, and explore real situations faced by the participants in their own business environments. The modules combine lectures, discussions, cases, exercises, and other learning activities. Participants also conduct group work which enhances their critical thinking, decision making, and teamwork skills.

The program gives participants a broad, cross-functional approach to general management. Upon completion of the program, participants receive Strategic Management Programme certificates issued by the University of Michigan's William Davidson Institute and the Stockholm School of Economics in Riga.

The program features professors and practitioners from the leading business schools including George Washington University and Ross School of Business at the University of Michigan.

*"As an executive, I need to be able to ask the right questions about financial performance. After completion of the Mini MBA I feel much more comfortable in negotiations with my partners and employees."*

*Sanda Liepiņa, Regional Business Line Leader at International Finance Corporation's East Asia Pacific*