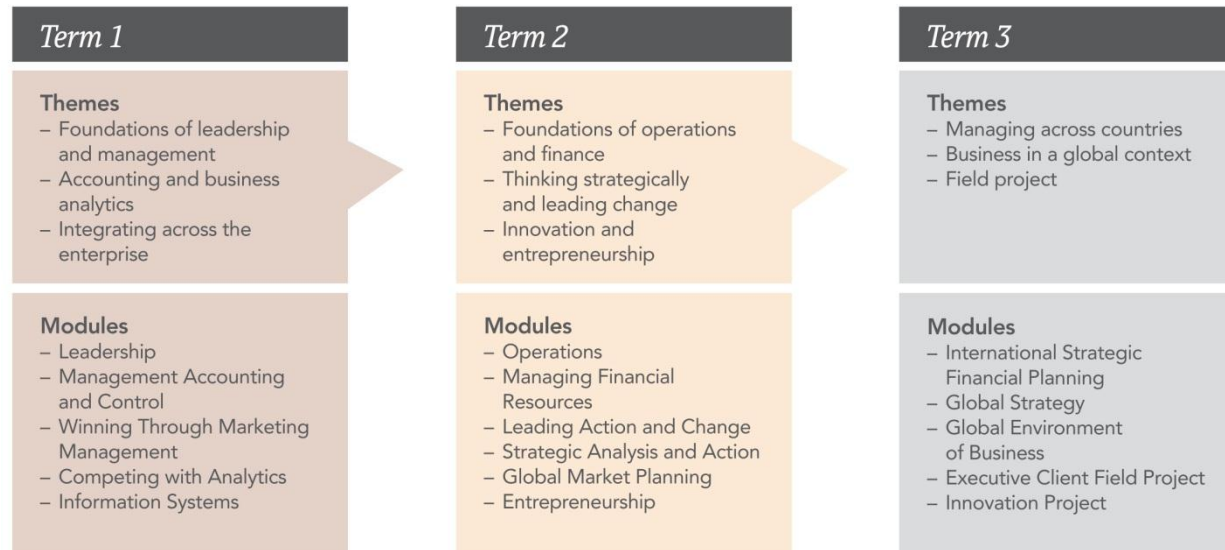


IVEY EXECUTIVE MBA- HONG KONG

Curriculum Structure



The Ivey Executive MBA is designed to help you excel as a global business leader, achieving greater levels of performance for yourself and your organization. You will complete the program having developed five critical dimensions of executive leadership:

- Analyzing the environment
- Formulating winning strategies
- Executing strategies brilliantly
- Evaluating them systematically
- Improving personal, team and organizational capabilities

The Ivey Executive MBA features a fully- integrated curriculum. Individual classes, course and themes are thoughtfully sequences and build on one another throughout the program. The result is a learning experience that unfolds logically, ties in with all that went before and accelerates your learning.

At the core of our curriculum is a set of principles that defines our approach to business and guides our course design: *Cross- Enterprise Leadership*. It is the ability to think, act and lead cross- enterprise. You will look beyond the walls, org charts and silos in organizations and approach issues with a perspective that spans the entire organization. You will develop a deep understanding that each business group must operate synergistically with others to achieve overall corporate strategy.

Curriculum

Term 1

August- December

Summary

The first term establishes solid foundations for leadership and management and introduces *Cross-Enterprise Leadership*. Areas such as accounting and business analytics are the focus and you also hone communications skills, explore dimensions of leadership, and learn to manage across functions.

Modules

Leadership

Aim: Take the first step towards great leadership by assessing your personal leadership characteristics and style. Learn how to leverage your strengths and address your weaknesses.

Outline: Career-path development, mentoring, coaching, obtaining commitment and making the best use of teams within business. Aided by personality/ style assessment tools, videos, cases and experiential workshops.

Management Accounting and Control

Aim: Become a highly- informed user of accounting information, confident in your ability to make viable, beneficial management decisions.

Outline: Financial accounting, cost accounting, strategic cost management and management control.

Winning Through Marketing Management

Aim: Hone your ability to identify and capitalize on market opportunities by really understanding how and when to apply customer- facing market strategies.

Outline: Concepts include market segmentation, competitive analysis and the lifetime value of customers.

Competing with Analytics

Aim: Understand complex data and analytics and how to create a competitive advantage by employing them during business and operational decisions.

Outline: Coping with future uncertainty, analysis of complex data, and solving simultaneous problems. All applied to common management problems such as bidding, procurement, supply chain management and pricing.

Information Systems

Aim: Be ready to participate fully in and lead decision- making that relates to information systems of your organization.

Outline: Principles and practices of developing, adoption and managing information systems. Their influence on organizational performance, and the management issues around their use.

Term 2

January- July

Summary

The focus falls on operations and finance with topics including an organization's environment, strategy, design, resources and capabilities. You examine stakeholder/ management preferences and how to lead change while balancing stakeholders' interests, plus enter the exciting world of innovation and entrepreneurship. By the end, you will have a complete view of the issues facing executives during new venture creation and growth.

Modules

Operations

Aim: To fully appreciate how world-class operations can tactically and strategically benefit your organization- processes that change or transform inputs into outputs in manufacturing or services.

Outline: Principles of managing operations systems, process design and execution, lean operations, quality management, supply chain management and project management.

Managing Financial Resources

Aim: By the end of this module, you can quickly recognize corporate financial problems, communicate with finance professionals and participate fully in financial decision- making.

Outline: Financial statement analysis and financial performance forecasting. Determining optimum capital structure, measuring and managing financial risk, planning long-term access to capital and methods of corporate valuation.

Leading Action and Change

Aim: Become a more effective leader of action and organizational change, able to formulate and implement strong plans to drive ongoing innovations.

Outline: Designing change and innovation. Mobilizing change through vision and persuasion, including dealing with the human element. Overcoming resistance, building support, and implementing the change from the top and middle.

Strategic Analysis and Action

Aim: Gain the knowledge you need for long- range planning, strategy formulation and implementation. Includes techniques and frameworks for strategic analysis and implementation.

Outline: Industry structure analysis, value chain management and total business assessment. Competitive assessment, positioning and advantage.

Global Market Planning

Aim: This module will position you for global market leadership. Learn skills around the whole systematic marketing planning process.

Outline: Market opportunity assessments. Global branding, entering foreign markets, competing with local incumbents and organizing marketing teams to work across borders.

Entrepreneurship

Aim: Finishing the course ready to create and identify winning new ideas. Analyse business opportunities and the values they may create for you and your customers.

Outline: Problem solving in fluid and unstructured situations. Common problems of new ventures including: screening ideas, formulating business strategies, assessing viability and financing.

Term 3

August- January

Summary

In term three your learnings are applied with a more global context. The complexity of leading organizations across national boundaries is addressed and topics are increasingly cross enterprise and integrated. The term culminates in the International Trip to Silicon Valley and Canada and the completion of your Executive Client Field Project or Innovation Project.

Modules

International Strategic Financial Planning

Aim: Allows you to fully integrate finance with strategy and recognize complex instruments and approaches, especially international transactions (builds on concepts from the Term 1 Finance Course).

Outline: Risk management and hedging the nature of derivative securities markets. Merger and acquisition valuations and tactics. Alternate sources of funds such as convertibles and high yield debt.

Global Strategy

Aim: Understand how organizations become international and turn this wider scope into competitive advantage.

Outline: Alternate modes of foreign market entry, challenges for coordination and strategy across borders, key success factors for alliances and mergers and acquisitions. Ethical and societal responsibility.

Global Environment of Business

Aim: Be ready to plan for the impact of various environmental forces- within different nations and over different periods of time.

Outline: Focused on industry structure, plus macroeconomic, political, social and technological variables.

Major Projects

Throughout the program, you will undertake individual and team-based course projects. By design, the projects integrate your academic learning with your professional work. You are encouraged to identify and examine challenges within your own organization as part of your course projects. This allows you to customize your Executive MBA learning experience and to provide immediate value to your organization.

Executive Client Field Project

In self-selected teams you act as consultants to an external corporate or not-for-profit client for six months. You formulate strategic plans for presentation to senior management, which require all your course learning. Supervised by your Strategy professor.

Innovation Project

Working with the Entrepreneurship professor, your team develops ideas for new ventures, business lines or markets. You will research and analyze the opportunity, prepare a detailed and compelling business plan, then pitch it to a full review panel.

International Trip

Starting in Silicon Valley, you will meet with senior Ivey alumni active in cutting-edge ventures and venture capital activities. Then it's on to Toronto to explore China- Canada growth opportunities and the impact of financial markets on trade and investment.