



# Executive Management Program 2012

**The Executive Management Program** is a unique certificate program designed to strengthen your skills as a business leader. Join leading MBA faculty at the DeGroot School of Business to cover key business topics including HR, Communications, Marketing, Leadership, Accounting, and Strategy.

This certificate program is specifically designed to further your career without the commitment of a full-time MBA program. Individuals have the opportunity to choose up to five out of six sessions offered in succession or participate in our one or three day option.

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**For more detailed information on the six courses available or to register, please visit our website:**

[http://execed.degroote.mcmaster.ca/open\\_enrolment/ams.html](http://execed.degroote.mcmaster.ca/open_enrolment/ams.html)

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## Course Registration Options (8:30 AM- 4:30 PM)

1 day= \$795.00

3 days= \$2028.00 (15% discount)

5 days=\$3180.00 (20% discount)

\*Parking and Meals are included in the registration fee.

## For more information contact:

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**DeGroot**  
SCHOOL OF BUSINESS

**McMaster**  
University 

- Leading through Change  
March 5 | Dr. Teal McAteer
- High Impact Strategic Planning  
March 9 | Alex Lowy
- New Product Management: "Stop Throwing Good Money After Bad"  
March 19 | Peter Vilks
- Social Media Bootcamp for Executives: Getting Started, Strategy and Tactics  
March 21 | Dr. Alex Sevigny
- Preparing for the Inevitable: Effective Risk and Crisis Communications  
March 26 | Dr. Terry Flynn
- Accounting, Accountability and Performance  
March 28 | Dr. Al Seaman