

MICHIGAN UNIVERSITY BUSINESS ACUMEN FOR HIGH POTENTIAL LEADERS

Business Acumen for High Potential Leaders offers a unique opportunity to experience the integration of business knowledge, leadership skills, and management processes. This program provides participants with an innovative model to help them understand how companies create value in the marketplace and offers a comprehensive way of exploring business issues and opportunities. As participants gain practice with the business model, they develop insights and entrepreneurial skills to evaluate, develop, and manage new and existing business opportunities to achieve substantial growth and shareholder value.

Who Should Attend

The program is intended for high potential leaders who want to strengthen their business acumen and strategic decision making skills. Managers of a functional area such as operations, manufacturing, engineering, information technology, marketing, sale, R&D, HR, legal, or finance, who are preparing for advancement into positions where an enterprise-wide perspective is required, or managers who recently entered into leadership positions, would benefit from this program.

Program Highlights

- Develop business acumen and gain an enterprise-wide perspective
- Analyze the key value drivers and sources of competitive advantage in the global economy
- Develop critical thinking skills and financial acumen to excel in decision-making
- Use new management tools and technology to support innovation and organizational change

Offerings: Ten-day session, twice annually

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Program Dates: Mar 27 – Apr 5, 2012; Oct 16-25, 2012

Cost: 2012 – \$15,950

Includes: tuition, books, materials, lodging, (including the night before the program starts), breakfast, lunch, coffee breaks, and two dinners.

Application Deadline: One month prior to start of program. Subject to availability.