

#1 in Canada for  
Open Enrolment  
THE FINANCIAL TIMES 2020

Your bridge to business

Develop your business acumen, learn how to work collaboratively across departments and divisions, and network with a cohort of early to mid-career professionals like yourself with MBA Essentials Online: A Bridge to Business.

This three-week program includes nine sessions of Rotman's signature MBA Essentials program as a real-time virtual experience, bringing you the best of in-class from the comfort of your own home. Each week you will learn from some of Rotman's most exciting and knowledgeable faculty, each of whom can provide you with academic know-how paired with real world experience from their work as consultants, managers and expert advisors to some of the world's most successful corporations.

Collectively, they offer insight into diverse fundamental business areas that are at the core of business decisions. At the end of the program, you will have gained an enhanced understanding of essential management issues, expand your understanding of how business works and become a more effective decision maker.

#### Flexible Learning Design during COVID-19

Don't feel alone while you learn online. We've designed this program to respect both the current challenges of working from home while maintaining and building connections with a class of your peers across different industries and organizations. You'll still gain the networking and learning benefits of our in-class programs while learning from the comfort of your own home with a schedule adapted to your current needs.

#### I need this program because:

- » I want to take my career to the next level but I don't have an MBA
- » I have trouble getting different departments in my office to collaborate and need to better understand their processes and priorities
- » It's early in my career and I need a greater understanding of the realities of business in North America
- » I am a manager/mid-career but don't have a formal business background and need to round out my skillset

#### Topics include:

- » Marketing
- » Business ethics
- » Persuasion
- » Big data for managers

Additional topics will be listed on the website.

**3 evening sessions per week  
over 3 weeks**

**Real-time virtual sessions to  
accommodate work/life  
balance during COVID-19**

**Dates:**  
August 10-27, 2020

**Value: \$3,500**  
**Special Online Pricing:**  
\$1500 CAD + HST

**U of T Alumni:**  
\$750 CAD + HST

**Questions?**  
Contact Michael Figueiredo  
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