



EXECUTIVE
EDUCATION

Management Development Program

Develop Your Managerial Mindset

ONLINE CERTIFICATE PROGRAM

September 3, 2020 - 24 March, 2021

6 Months

3-5 Hours per Week



"Executive development is all about opportunity costs. To get the most from a program, you need to be immersed — with peers, faculty, and the material."

-GEOFFREY GARRETT

Dean; Reliance Professor of Management and Private Enterprise; Professor of Management at the Wharton School



Overview



Today's most effective managers possess a mix of hard and soft skills that allow them to manage people, products, and processes with confidence and agility. Even as technology infiltrates every aspect of our work, companies need people who can think in multiple dimensions, considering financial, operational, strategic, and human implications of business decisions.

Whether you want to advance in your current industry, shift roles, or build a new business, Wharton's online *Management Development Program: Develop Your Managerial Mindset* can help you achieve your goals.

The program is designed to be flexible, fitting into your work/life balance, requiring just three to five hours per week. It leverages Wharton's renowned business school faculty, drawing upon many of the same concepts that are taught in the first year of the MBA curriculum.

For more information on the program [click here](#).





High-Impact, Online Learning Experience

Wharton's online *Management Development Program: Develop Your Managerial Mindset* helps you reach your potential as a manager by combining theory with application and flexibility with academic rigor to help you develop as a well-rounded manager.

Who Is It For?

Whether you want to advance in your current industry, shift roles, or build a new business, Wharton's online *Management Development Program: Develop Your Managerial Mindset* can help you achieve your goals. This program is right for you if you are:

- An individual contributor from a technical or non-technical field who aspires to — or has recently gained — management responsibilities
- A functional expert or mid-level manager with potential for future senior management roles
- An aspiring entrepreneur or business owner who wants to achieve a management credential that will help support the growth of your enterprise

Key Program Takeaways:

Improve your operational and strategic decision-making abilities and learn how to plan for growth.

Learn how to use power effectively and leverage your networks.

Develop your stakeholder management skills to build trust and create effective communications.

Understand balance sheets, income statements and cash flows, cost accounting, and the time value of money.

Enhance your financial acumen with topics such as discounted cash flow analyses, interest rates, and return on investment.

Learn modern marketing methods that start with understanding customers and move through positioning, strategy, and analytics to enhance marketing impact.

Understand what motivates people and how to design reward systems.

Define your own path to success and what personal achievement and happiness mean for you.

Program Highlights



Flexible

Achieve work/life balance with online learning



World-Renowned Faculty

Learn from the same faculty who teach in Wharton's MBA program



Career Enhancement

Personal assessment helps you chart your own path



Well-Rounded Curriculum

Blend of hard and soft skills prepares you for being a well-rounded leader



Real-World Application

Apply the learnings to your job immediately



High Touch

Live webinars, office hours, and discussion boards engage your thinking



Peer Learning

Learn from high-achieving peers from around the globe and build your network



Certificate of Achievement

Certificate from the Wharton School



On-Campus Event

Come to the Wharton campus for a special three-day learning event, networking, and celebration of program completion



Program Topics

Wharton's online *Management Development Program: Develop Your Managerial Mindset* is a six-month learning journey that is broken up into seven main learning modules, blending the development of hard skills and soft skills into one holistic learning experience. The program culminates with a live three-day on-campus learning experience and celebration of program completion.



MODULE 5



Marketing (Weeks 16-19)

- Strategy and brand positioning
- Understanding and managing the consumer experience and customer journey
- Customer centricity
- Analytics and the future of marketing

MODULE 6



Operations and Strategy (Weeks 20-23)

- Understanding and improving work processes
- Using decision trees for operational decisions
- Planning for growth
- Organizational architecture

MODULE 7



Managing Yourself (Weeks 24-26)

- Launching your personal search for success
- How to think about success on your own terms
- Achievement and happiness
- Final capstone project

Program Conclusion



Wharton On-Campus Networking and Learning Event and Celebration of Program Completion





Learning Methods

Methods and tools used in this program include:



Hogan Personality
Assessment and Debrief



Fireside Chats with
Wharton MBA Alumni



Live Webinars
with Faculty



Office Hours with
Industry Practitioners



Interactive Moderated
Discussion Boards



Hands-On Application
Exercises



Crowd-Sourcing
Activities



Final Capstone
Project



Wharton On-Campus Event

Wharton helps executives advance their careers at every level. Our world-renowned faculty combines cutting-edge knowledge with innovative program design to transform individuals and organizations. Each year, more than 13,000 executives from around the world choose Wharton.

An example of this innovative program design includes a program feature that brings together the best of online and on-campus learning: the three-day on-campus networking event and celebration of program completion. This event takes place in Philadelphia, PA and is designed to deepen the relationships that you have developed through the online medium and celebrate your program completion with peers.

Highlights will include:

- ✓ Half day on career planning
- ✓ Networking with your peers from the program and faculty
- ✓ One day on stakeholder management: Topics such as creating leadership presence and having difficult conversations
- ✓ Tour of Wharton's campus in Philadelphia, PA
- ✓ Half day on leading teams with experiential learning activities
- ✓ Program completion ceremony, reflection session, and dinner

Faculty



Lori Rosenkopf, PhD

Academic Director

Simon and Midge Palley Professor; Professor of Management, The Wharton School



Richard Lambert, PhD

Miller-Sherrerd Professor; Professor of Accounting, The Wharton School



Cade Massey, PhD

Practice Professor, Operations, Information and Decisions, The Wharton School



Eric Bradlow, PhD

The K. P. Chao Professor; Professor of Marketing; Vice Dean, Analytics at Wharton; Chairperson, Wharton Marketing Department; Professor of Economics; Professor of Education; Professor of Statistics, The Wharton School



Maurice Schweitzer, PhD

Cecilia Yen Koo Professor; Professor of Operations, Information and Decisions; Professor of Management, The Wharton School



Peter Cappelli, DPhil

George W. Taylor Professor of Management; Director, Center for Human Resources, The Wharton School



G. Richard Shell, JD

Thomas Gerrity Professor; Professor of Legal Studies & Business Ethics; Professor of Management; Chairperson, Legal Studies & Business Ethics Department, The Wharton School



Peter Fader, PhD

Frances and Pei-Yuan Chia Professor; Professor of Marketing, The Wharton School



Nicolaj Siggelkow, PhD

David M. Knott Professor; Professor of Management; Co-Director, Mack Institute for Innovation Management, The Wharton School



Barbara Kahn, PhD

Patty and Jay H. Baker Professor; Professor of Marketing, The Wharton School



Michael Useem, PhD

William and Jacalyn Egan Professor of Management; Professor of Management; Director, Center for Leadership and Change Management; Editor, *Wharton Leadership Digest*

Certificate

Earn a digital Wharton certificate upon successful completion of the online program.

Note: After successful completion of the online program, your verified digital certificate will be emailed to you in the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of the Wharton School.

Note: This online certificate program does not grant academic credit or a degree from the Wharton School of the University of Pennsylvania.



About

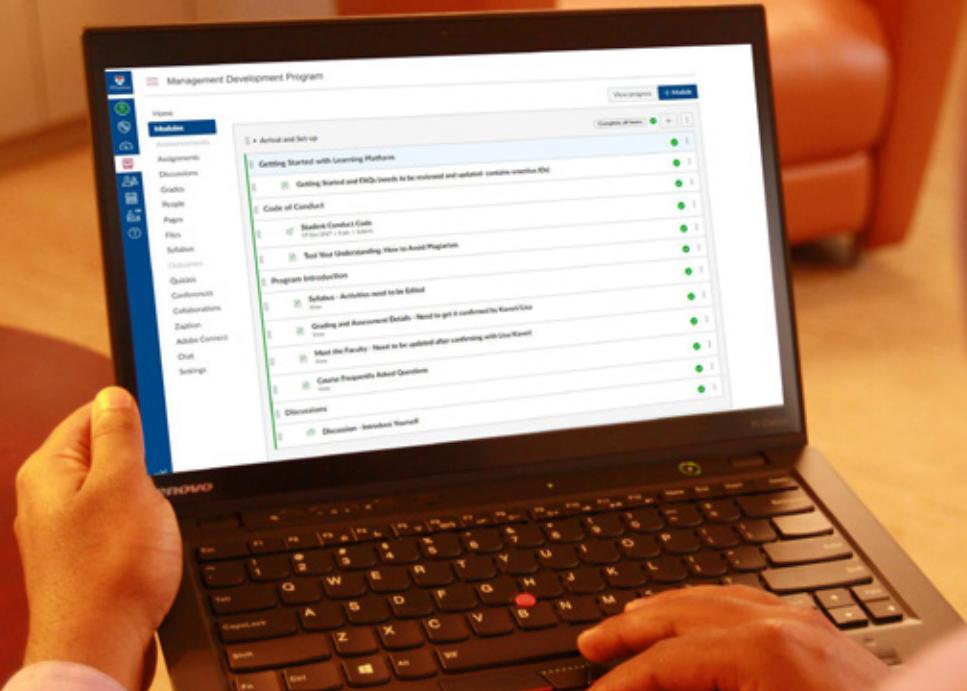
The Wharton School

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 13,000 participants in executive education programs annually; and a powerful alumni network of 98,000 graduates. With more than 50 online courses from which to choose, more than 3 million learners worldwide have accessed Wharton Online programming taught by Wharton's world-class faculty.

EMERITUS

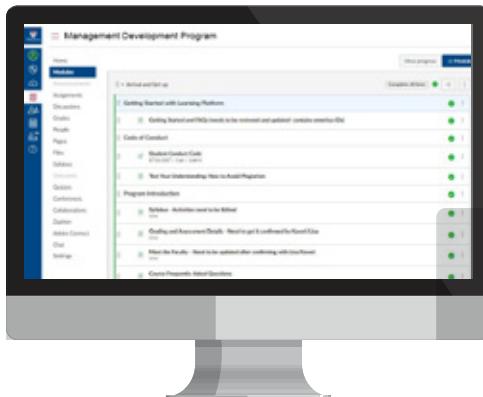
Wharton Executive Education is collaborating with online education provider EMERITUS to offer a portfolio of high-impact programs for working professionals. Through this collaboration, we are able to offer broad access to the world-class knowledge for which the Wharton School is known in an engaging and interactive digital environment.





Learning Experience

Our programs are designed to meet the needs of individual learning styles, while also leveraging the power of peer learning. This is achieved through a user-friendly learning platform that enables participants to easily navigate the program content to achieve learning objectives.



KEEPING IT REAL

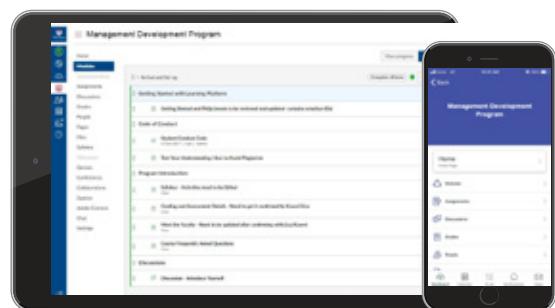
Our pedagogical approach is designed to bring concepts to life, including:

- Byte-sized learning techniques
- Real-world application
- Peer learning discussions
- Live, interactive teaching

KEEPING IT CONVENIENT

Access to program content is flexible and available through multiple devices, allowing working professionals to easily manage schedules and learn remotely — anytime, anywhere. Participants enrolled in the program obtain access to learning materials in a modular approach, with new content released weekly. Program modules include a variety of teaching instruments, such as:

- Video lectures
- Discussions
- Class materials (e.g., articles)
- Quizzes
- Assessments
- Assignments



To further personalize the program modules, live teaching sessions are scheduled during the program, often with Q&A. For participants who are unable to attend these sessions live, a recording is made available so nothing is missed. Our industry-leading learning platform allows participants to create a profile; connect with faculty and collaborate with peers; and interact with academic/industry experts such as program leaders and coaches. Assignments are often linked to participants' real-world situations, making concepts inherently practical.

KEEPING IT INTERESTING

Our globally connected classrooms enable participants to seamlessly interact and network with peers, engage in discussion on assignments, and stay on track toward program completion — having culturally enriching encounters along the way.

Program Requirements

To access our programs, participants will need the following:

- Valid email address
- Computing device connected to the internet: PC/laptop, tablet, or smartphone
- The latest version of their preferred browser to access our learning platform
- Microsoft Office and PDF viewer to access content such as documents, spreadsheets, presentations, PDF files, and transcripts

Other Requirements

Programs may necessitate the usage of various software, tools, and applications. Participants will be informed about these additional requirements at the registration stage or when the program begins. Our program advisors are also available to respond to any queries about these requirements.



KEEPING IT PERSONAL

The *Management Development Program: Develop Your Managerial Mindset* includes a unique in-person learning experience. This three-day event is designed to deepen the relationships that you have developed online and celebrate your program completion with peers. It's one way that we have designed this to be a highly personalized experience for you.



Program Information

Duration

6 months, online
3-5 hours per week

Program Fees

\$9,500

Flexible payment options available for this program.

Easily schedule a call with a program advisor
to learn more

[SCHEDULE A CALL](#)

You can apply for the program here

[APPLY](#)

Email: wharton@emeritus.org
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