

# General Management Program



MELBOURNE  
BUSINESS  
SCHOOL

# General Management Program

Improve the way you manage day-to-day business while building resilient teams and implementing strategic direction.

Get a foundational understanding of strategy, marketing, finance, people and change management – and how they integrate for organisational success.

With key insights from experts in each field, our General Management Program will equip you with a framework for understanding the complexity and interrelation of challenges across your business. The course is a great opportunity to broaden your executive skills and perspectives, while building the confidence needed to lead across different organisational functions.

🕒 5 days    📍 Carlton    💰 \$10,100

Please refer to our website and calendar for program dates.

**APPLY NOW** [mbs.edu/gmp](https://mbs.edu/gmp)

Note: This is a non-residential program. The program fee is inclusive of tuition, learning materials and meals during program. As this program includes some evening activities and meals, we recommend participants stay either on-site at MBS (based on availability) or we can recommend a variety of hotels at MBS corporate rate. Please contact us for more information.

## Who Should Attend?

### General managers

- Who have recently moved into their role

### Mid-to-senior level managers

- Who are being positioned to take on a general management role or need to develop a broader perspective

## Key Takeaways

### Influence optimal performance

- Increase managerial impact
- Interpret financial data
- Align marketing and strategy
- Create and implement a strategic direction

### Harness your leadership power

- Lead with a broader perspective

### Build better teams

- Build robust, resilient teams and foster collaboration

## Learning Methods

- **Interactive sessions**, delivered by our world-class presenters, are grounded in academic research to increase your leadership awareness and effectiveness.
- **Case studies** provide practical, real-world examples that translate research-based management theory into applicable skills.
- **Peer-learning groups** facilitate knowledge sharing, collaboration and feedback to ensure you have a powerful and personal experience that drives results.
- **Personal reflection** gives you time to reflect on your learnings in a broader context, identify issues and formulate actionable goals.

## Topics Covered



### Strategy

Understand, review and develop strategic action plans for your organisation to achieve greater performance and an effective and sustainable competitive advantage



### Marketing

Learn how to build, manage and oversee the execution of effective marketing strategies to drive demand and business growth



### Finance

Understand and interpret key financial factors within your organisation to successfully evaluate and monitor your organisations financial performance



### People and change management

Learn how to drive the prioritisation of people in your organisation and support critical change processes successfully

#### PRE-PROGRAM ACTIVITIES

(Approx. 6 weeks prior to program commencement)

##### ACCESS

Canvas\* and review welcome and information

##### READ

Articles and case studies for topic areas

##### COMPLETE

Two questionnaires

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
	Welcome & Introductions	Marketing	Finance	People Management	Change Management
	Strategy				Implementation Planning, Next Steps, & Action Planning

\*Canvas is our online-learning platform

*“The main attraction was the leadership development and understanding the functions of leadership. I learnt a lot about patience, fortitude and clarity from the program.”*

**HELEN KAPALOS**

Partner, SHK Asia Pacific



## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

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