



# Rotman Executive Program - Youth MBA Essentials

**Business Theory & Real-World Cases**

**Presented by the Rotman School of Management, University of Toronto and  
ApplyBoard**

## University of Toronto

The University of Toronto (UToronto or U of T) is a public research university in Toronto, Ontario, Canada. The University of Toronto offers over 700 undergraduate and 200 graduate programs. In all major rankings, the university consistently ranks in the top ten public universities in the world and as the top university in the country. It receives the most annual scientific research funding and endowment of any Canadian university and is one of two members of the Association of American Universities outside the United States, the other being McGill University in Montreal.

### University Rankings

- 16th in the 2022 US Newsweek World University Rankings
- 18th in the 2022 Times Higher Education World University Rankings
- In the 2022 QS Subject Rankings, 46 subjects are ranked in the top 50 in the world, and the number ranks first among universities in the world
- The University of Toronto ranks in the top 25 globally for 32 sub-subjects in the 2022 QS Rankings
- Among Canadian universities, the University of Toronto ranks first in Canada for 34 subjects

### Rotman School of Management at the University of Toronto

- The Rotman School of Management at the University of Toronto is a leading business school in Canada and the world.
- The Rotman School of Management is Canada's premier business school, home to renowned academic gurus, industry leaders and experts, and some of the world's most innovative research institutions. It is also the institution of choice for multinational companies recruiting MBA graduates in Canada.
- Located in the heart of Toronto, Rotman School of Management provides a wide range of opportunities to connect with the world's top employers, global recruiters, senior executives and thought leaders.
- The Rotman MBA ranks first in Canada for employability, with graduates mostly employed in industries such as finance, consulting, high technology, consumer

goods/retail and healthcare. Job categories are diverse, including strategy, finance, marketing and management, to name a few.

## **Professors Introduction :**

### **Walid Hejazi**



- Academic Director
- Associate Professor, International Business

Walid Hejazi teaches macro and global economics in the MBA and Executive MBA programs. He has researched, advised on and published extensively on topics related to international trade and foreign investment.

He has been an advisor to the Canadian government and has testified many times before parliamentary and senate committees on global competitiveness. He is currently working on a series of studies that shed light on the competitiveness and productivity of Canadian firms. Hejazi has developed a successful MBA program in Islamic Finance, the first of its kind in Canada. He has delivered lectures in over 30 countries.

### **George Georgopoulos**



Associate Professor at the Department of Economics at the University of Toronto, where he teaches courses in macroeconomic theory, international monetary economics, banking, and financial markets. He has won the Professor of the Year Award at the University of Toronto Scarborough Campus and is a senior scholar at Massey College of the University of Toronto.

Georgopoulos received his MS and Ph.D. in Economics from the University of Toronto. His research areas include financial

economics, business economics, and strategy, international trade and finance, modern monetary theory and applications, etc. He has published in academic journals such as "Canadian Journal of Economics", "Economics Express", "Journal of Economics and Business", "International Economic and Financial Review" and international conferences held by the Institute of International Business (AIB), the American Economic Association, and the Global Finance Conference. Numerous influential papers were published at the conference.

## **Andreea Ciologariu**



Andreea Ciologariu is an Adjunct Professor at the Rotman School of Management at the University of Toronto and a Research Fellow at the Rotman Institute for International Business, where she teaches courses in Sustainability and Marketing. Andreea has extensive experience in curriculum design for business education and is well-received by students in teaching business courses. Her previous work experience includes Head of Global Customer Operations at Bayer, Director of Commercial Operations at BlackBerry, and Professor of Marketing at Humber College. Andreea holds an MBA from the Rotman School of Management and a Ph.D. from the Henley

School of Business.

## **Program Features :**

- Offered by Rotman School of Management, University of Toronto
- Class delivered by Rotman's EMBA professors Walid Hejazi, George Georgopoulos and Andreea Ciologariu
- Curriculum includes practical business cases, covering economics, finance, business strategy and leadership
- Six weeks of online courses help young students gain a broad perspective on the field of international business management
- The top 10% students will receive a letter of recommendation from professors of Rotman School of Management, University of Toronto

## **Program Curriculum :**

**Macroeconomics & Microeconomics**



Identify opportunities for change in your organization based on macroeconomic trends. Learn how to compare and contrast the economic recessions in 2008 and 2020 and understand recovery patterns. Within the context of the recession caused by the COVID pandemic, analyze the following:

- Long-term deficits and government debt
- The importance of global supply chains, especially for sourcing critical goods

### **Accounting**

Learn to evaluate financial statements and apply knowledge of financial reporting to a real-world case and understand the basics of capital markets, the role of accounting, and the purpose of financial reporting.

- Identify and differentiate between mandatory and voluntary disclosures in financial statements
- Understand the elements of financial statements for analysis

### **Finance and Investment**

Examine the importance of financial markets and learn how they enable and discipline corporations. Understand how companies make investment decisions and appraise a finance project based on the four investment decision rules.

- Recognize the power of compounding investments for higher returns in the long term
- Judge an investment project based on the risks associated with it

### **Strategy and Leadership**

Learn about strategic decisions that determine how companies are positioned in the market.

Explore the levers of competitive advantage and change management and examine ways to implement change in your organization.

- Learn about the VRIO framework to map companies against the parameters of value, rarity, imitability, and organization to gauge sustained competitive advantage
- Explore ways to shield your organization's position in the market

### **Marketing**

Assimilate the core concepts of marketing and the strategies that lead to growth. Recognize the importance of marketing, especially in developed economies and commoditized marketplaces. Examine marketing strategies that would lead to progress in your organization.



- Learn about segmentation and the ways to stand out in commoditized markets
- Explore pricing strategies concerning brand positioning

### **Business Analytics**

- Learn the fundamental principles and methods of Business Analysis
- Understand the application of data science theories and methods in Business Analytics
- Data collection, optimization and processing procedures
- Commonly used business analysis tools and presentation of analysis results
- Learn how to gain business insights through data analysis
- Applications of Big Data, Artificial Intelligence and Machine Learning in Business
- Learn how the shift to data-based decision making

### **Course duration and schedule :**

- **Delivery Mode** : Online
- **Length** : 6 weeks, 4 hours per week
- From July 20, 2022 Every Wednesday 8-10pm Every Saturday 8-10pm, Eastern Time

### **Target Group :**

- Young people aged 16-22 (age range adjustable)
- Young people who want to better cope with future social challenges
- Young people who want to learn basic economics and business theory
- Young people who want to experience the theoretical and practical sharing of MBA professors from world-class business schools
- Young people who want to apply to Rotman School of Management, University of Toronto, or the top European and American business schools for undergraduate or master's degrees in the future

### **Program fee**

- CAD 2600 (The first 20 registered applicants can enjoy a scholarship of 100 Canadian dollars)

### **Application requirements**

- **Application materials** : copy of passport/ national ID Card
- **Application deadline** : Rolling. It is recommended to submit the application as early as possible