

# Executive Education

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MELBOURNE  
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## General Management Program

# General Management Program

## PROGRAM SNAPSHOT

**Duration**  
5 days

**Program Director**  
Aviva Berzon

**Location**  
Carlton

**Apply now**  
mbs.edu/gmp

Please refer to our website for program dates and fees.

Note: This is a non-residential program. The program fee covers tuition, learning materials and meals during the workshop. As evening activities are part of the program, we strongly recommend that participants stay at our preferred, nearby, hotel provider, Rydges on Swanston, or arrange accommodation close to our Carlton campus. Rydges offer Melbourne Business School participants special rates and exclusive benefits.

The General Management Program provides a foundational understanding of strategy, marketing, finance, people and change management and the way these functions integrate for organisational success. With key insights from experts in each field, the program will equip you with a framework for understanding the complexity and interrelation of challenges across your business. By broadening your management and leadership skills, you will gain the confidence to lead across different organisational functions and make considered decisions in your role.

### Who should attend

- General managers who have recently moved into their role
- Experienced managers who are being positioned to take on a general management role or requiring a broader perspective

### Learning outcomes

- **Lead with a broader perspective** and understand your business from different functional aspects
- **Increase managerial impact** through a greater understanding of yourself as a leader
- **Create and implement strategic direction** by employing strategic thinking in your leadership decisions and establishing an organisational culture, driven by strategic action
- **Align marketing and strategy**, identifying constraints and generating demand to ensure marketing is a driver of organisational growth

- **Interpret financial data** and understand the core financial terms, concepts and tasks that are essential in your role
- **Build robust, resilient teams and foster collaboration** with improved people management, interpersonal and influencing skills

### Program Journey

You will emerge with new skills and behaviours, aligned to your learning goals.

### Preparation

- Pre-reading activities through our online-learning platform, CANVAS
- Pre-program questionnaires

### Strategy

- Building organisational transformation.
- Articulate and challenge your existing business strategy to achieve greater performance.
- Use critical strategic frameworks to identify and assess potential threats and opportunities.
- More effectively conceptualise and communicate critical strategic changes to achieve sustainable competitive advantage.

### Marketing

- Understand the key issues in managing the demand side of your business so it can grow.
- Recognise the value and potential of your market-based assets to leverage them as business drivers.
- Develop a go-to-market strategy to drive demand.
- Appreciate the factors that underpin successful marketing execution and confidently oversee this activity.

### Finance

- Understand accounting disciplines within your organisation.
- Interpret and analyse financial reports.
- Evaluate business performance based on financial reports.
- Evaluate the likely financial impact of new business opportunities.

### People and Change Management

- Make the people agenda a central part of the business agenda.
- Engage and motivate people to deliver high performance.
- Identify and develop talent.
- Organisational change.
- Understand the emotions and psychology of change.
- Develop strategies and tools to implement change.
- Build change readiness for successful implementation.
- Dealing with resistance from stakeholders.

### Post-program

- Continued learning through access to program materials, facilitators and networking via our online-learning platform, CANVAS.

### Learning methods

- **Interactive modules**, delivered by our world-class presenters, grounded in academic research to increase your leadership awareness and effectiveness.
- **Case studies** to provide practical, real-world examples that translate research-based management theory into applicable skills.
- **Peer-learning** 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.

### Program Director

#### Aviva Berzon

Harnessing her passion for unlocking leadership capability in others, Aviva moved away from legal practice and into consulting, facilitating programs and coaching professionals from government, corporate and commercial clients.

She specialises in change management, negotiation, conflict management and influential communication and is passionate about supporting individuals to develop their leadership and management skills to maximise performance and enhance results.



## PROGRAM JOURNEY

PRE-PROGRAM ACTIVITIES	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	POST-PROGRAM ACTIVITIES
(approx. 6 weeks prior to program commencement)	8:30 am Program Start					
<b>REVIEW</b> Canvas welcome video & program information	 Strategy	 Marketing	 Finance	 People Management	 Change Management	<b>REVIEW</b> Canvas content and download relevant resources
<b>READ</b> Articles and case studies for topic areas					 Implementation Planning, Next Steps, and Action Planning	<b>CONNECT</b> With your accountability partner to discuss your action goals
<b>COMPLETE</b> Two questionnaires	5:00 pm Reflective Practice				4:00 pm Program Close	

## CAMPUS LOCATIONS:

### HEAD OFFICE

#### CARLTON

200 Leicester Street  
Carlton VIC 3053  
Australia

**T:** +61 3 9349 8788

**E:** [programs@mbs.edu](mailto:programs@mbs.edu)

### SYDNEY

Level 21, 56 Pitt Street  
Sydney NSW 2000  
Australia

### KUALA LUMPUR

Unit A-22-8 Menara UOA  
BangsarJalan Bangsar Utama  
Bangsar Kuala Lumpur 59000  
Malaysia

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