

EXECUTIVE EDUCATION

VALUE-DRIVEN THINKING

Apply marketing and operations strategies to generate value for your organization and customers.

Increase Your Market and Margin to Generate Value

In its simplest form, the value of a product is its perceived quality minus the cost of production and delivery. Value-Driven Thinking explores ways to maximize value by both enhancing the quality of your product and lowering the cost through the use of strategic marketing and operations tools. This course will teach you to think like an executive and generate value by better meeting the needs of your customers and by improving processes within your organization. You will learn strategic marketing methods, work through operational decision-making processes, and learn how to apply these concepts to your own business.

By the end of this course, you will be able to:

- › Identify opportunities for value creation.
- › Develop a systematic plan for testing and improving value creation opportunities.
- › Develop a strategic go-to-market plan for successful value creation.
- › Structure operations to facilitate execution of go-to-market plans.

“ *I really like the subject matter in general and the course was laid out in a way that was easy to follow. I really appreciated the videos and the humor.* ”

Past Program Participant

KEY BENEFITS

- › **Maximize Your Value:** Develop data-driven decision-making skills.
- › **Apply Best Practices:** Upskill or refresh knowledge in marketing and operations.
- › **Immediate Application:** Learn on Monday, Apply on Tuesday.
- › **Earn a Digital Badge:** Share credentials on social media with colleagues and friends after successful course completion.
- › **Live Sessions:** Interact directly with U-M Ross world-renowned expert faculty.
- › **Invaluable Assessments:** Conclude the course with assessments that provide assurance of learning.
- › **Expand Your Perspective:** Work independently and with groups; network and interact with cross-functional faculty and participants with diverse backgrounds.

DATES*

28 Apr - 23 May 2025
27 Oct - 5 Dec 2025

FORMAT

Online

PROGRAM FEES*

\$2,500 US

CREDENTIAL

This course is part of the Accelerated Management Development Certificate Program. For more information, visit michiganross.umich.edu/AMDCP. Visit the website to see additional credentials.

WHO SHOULD ATTEND

- › Director, senior-manager, and persons recognized as high potentials in the organization.
- › Managers having greater organizational responsibility in the areas of marketing and operations.
- › Entrepreneurs seeking insight into operations and marketing best practices.
- › Professionals without prior marketing or operations expertise and/or who lack a formal business education background.



PROGRAM STRUCTURE[^]

This online course consists of eight asynchronous modules with one live synchronous session. The combination of online platforms, discussion groups, and interactive live sessions fosters a dynamic learning environment.

UNDERSTANDING VALUE GENERATION THROUGH YOUR CUSTOMERS

Module 1 › Creating Value	Module 2 › Structured Ideation Techniques for Creating Value	Module 3 › Matching Processes to Products	Module 4 › Managing Process Flows
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UNDERSTANDING VALUE GENERATION IN YOUR ORGANIZATION

Module 5 › Monetizing Your Business	Module 6 › Go-to-Market	Module 7 › Aligning Operations with Strategy	Module 8 › Optimizing Operations
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THE EXPERTS

Learn from the same faculty who teach in our highly-ranked degree programs. See the website for additional details.



Wally Hopp
 PROGRAM DIRECTOR
 C.K. Prahalad Distinguished University Professor
 of Business and Engineering
 Professor of Technology and Operations



S. Sriram
 PROGRAM DIRECTOR
 Associate Dean for Part-Time MBA Programs
 Professor of Marketing
 Michael R. and Mary Kay Hallman Faculty Fellow

TIME COMMITMENT

- › **Duration:** 5 weeks
- › **Weekly Coursework:** 5 - 7 hours/week
- › **Format:** Asynchronous & synchronous sessions
- › **Badge:** Earn a digital social media-friendly badge upon completion of the Value-Driven Thinking program

9.5/10

**OVERALL SATISFACTION
 SCORE FOR OPEN PROGRAMS**
 – Financial Times, 2024

▶ REGISTER TODAY!

For more information, contact:

734-763-1000

RossExecEd@umich.edu

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*Dates and program fees are subject to change. Check the website for the most current program details.

[^]This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change.

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