THE ADVANCED MANAGEMENT PROGRAM

AMP

A week-long course for rising leaders in the business, technology, communications, and media sectors.
Brought to you by The Institute for Communication Technology Management (CTM)
Marshall School of Business

USC University of Southern California
“Technology is evolving at an unprecedented rate, transforming the communications, technology, entertainment, and service sectors. Prospering in this environment requires thinking, leading, and managing in ways dictated by an informed vision of the future and a clear understanding of the technologies and media involved.”

The Advanced Management Program (AMP) provides high-potential business leaders with the tools and perspectives needed to manage and lead in an environment transformed by the convergence of the communications, technology, and media sectors. Participants will discover powerful management frameworks, explore emerging technologies, and complete a case study incorporating all aspects of the AMP program curriculum. Those who complete the AMP will be able to merge an understanding of the strategic direction of the evolving industry landscape with the ongoing requirements of managing and leading a functional organization. Managers attending AMP are provided with the tools to analyze the environment, communicate these changes to their colleagues, and lead their organizations.

Program Director: Dr. Steven Shepard

Dr. Steven Shepard is the Residential Director of Educational Programs for USC CTM and an Adjunct Professor at USC’s Marshall School of Business. He is founder of the Shepard Communications Group in Williston, Vermont, and co-founder of the Executive Crash Course Company. An executive with more than 30 years of experience in the technology industry, he has written books and articles on a wide variety of topics, including Telecommunications Convergence, Reverse Engineering the Future: A Prescription for Change Leadership, Making LTE Work: Strategies for the Broadband Edge, and Giving Up Control: Strategies for Success in the User-Generated Economy.

Dr. Shepard specializes in international issues in technology with an emphasis on the social implications of technological change, technology infrastructure development, strategy creation, technical marketing and strategic technical sales; the social implications of technological change; the deployment of social media as an organizational collaboration tool; the development of multilingual educational programs; and, through the Executive Crash Course Company, the effective use of multimedia. He has authored more than 30 books, created more than 40 videos and films, and written technical presentations on a broad range of topics for companies and organizations worldwide. He has written and photographed in more than 90 countries, serving clients across many different industries including telecommunications, IT, software, media, advertising, healthcare, and government, to name a few. He is fluent in Spanish and routinely publishes and delivers presentations in that language. Global clients include major telecommunications manufacturers, service providers, software development firms, multinational corporations, universities, professional services firms, NGOs, advertising firms, venture capital firms, and regulatory bodies.

Location

The Advanced Management Program is currently held on the University of Southern California downtown Los Angeles campus. The downtown campus is walking distance from LA Live, Staples Center and a host of restaurants and entertainment venues.
**COURSE TOPICS [5-DAY SESSION]**

**Why We Are Here: The Power of the Network**

The ongoing revolution in the communications, media and technology sectors has disrupted business models, created new applications and services for users, and forced unprecedented interconnection between industry sectors. We will explore the impact of this revolution globally and for the companies represented in the course.

**Digital, Mobile, Cloud & Commerce: Trends That Shape Us**

In this segment, we will provide an overview of some of the key technologies and services driving change throughout the industry including cloud, broadband, location-based services, and big data. This is an opportunity for participants to learn more about the technologies affecting their businesses, and to discuss the challenges that keep them up at night.

**The Ecosystem & Its Members**

Who are the key players in the ecosystem? Who are their partners? Which ones are succeeding, and why? How must their relationships change to remain relevant? What new players will enter the game? We will share an overview of the digital ecosystem and engage participants in a discussion about convergence, the interrelatedness of communications, digital media and technology.

**Creating the Executive Storyteller**

Most company employees struggle to clearly articulate their corporate strategy in customer-contextual terms. In this environment, it is crucial for business leaders to communicate effectively. We will explore how professionals can drive change by considering stories are constructed and what makes them impactful.

**Business Strategy in the Digital Age**

The pace of disruption in the industry makes business planning and strategy a difficult task even in the best of circumstances. In this segment, we will provide an overview of business strategy and context for how it can be applied in the digital age. The focus on this segment is building and sustaining competitive advantage, with special attention paid to the goal driven use of technology.

**Leading in A Multigenerational Workplace**

Generational Theory can be a powerful tool for anticipating market opportunities, enhancing leadership skills, and developing influence in your organization. We will outline generational theory and provide an overview of key characteristics that allow us to use these generational differences for a business advantage.
Interested?

To learn more about AMP course and its schedules, please feel free to explore our website at http://www.marshall.usc.edu/ctm.
You may also contact us directly by email at ctm@marshall.usc.edu or by phone at 213-740-0980.

Thought leadership at the intersection of technology and business value.

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