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

DISRUPTION. INNOVATION. CONVERGENCE. - Are You Ready to Lead?

Technology is evolving at an unprecedented rate, transforming communications, services, government, entertainment, and business as a whole. The convergence of these forces will transform markets, behaviors, processes, even entire industries. Many have characterized the situation as the next Industrial Revolution – a complete business reset. 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. AMP participants spend a week learning to manage within this new rule set.

The Advanced Management Program (AMP) helps high-potential business leaders operate effectively in an environment transformed by the convergence of the communications, technology, and media sectors. Participants examine innovative management frameworks, explore emerging technologies, and complete a team-based case study incorporating all aspects of the AMP program curriculum.

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 35 years of experience in the technology industry, he has written books and articles on a wide variety of topics.

- If you are employed by a organization that holds a CTM Board Seat you can register for the next AMP Program at the member registration site. (https://www.eventbrite.com/e/ctm-member-rate-for-advanced-management-program-amp-registration-56672674495)
- If you are someone who supports the mission of CTM you can register for the next AMP program and the general registration site. (https://www.eventbrite.com/e/usc-marshall-school-of-business-advanced-management-program-amp-registration-41485594530)

TYPICAL COURSE CONTENT

- Technology Synergies and The Power of the Network
- Digital Trends That Shape Customer and Market Behaviors
- The Increased Complexity of Today’s and Tomorrow’s Business Ecosystems
- Digital Business Strategies for Times of Transformation
- Executive Storytelling: Effective Leadership Communications
- Leading in a Complex Workplace: Embracing and Anticipating Change

On Site or at the USC Los Angeles Campus. AMP is a certified continuing education program (3 CLEs). It is offered at the USC Los Angeles Campus or, the CTM staff will work with your training organization to create and offer a custom version of the class on site, tailored specifically to meet the needs of your employees.

To learn more about AMP, explore our website http://www.marshall.usc.edu/ctm, or contact us at ctm@marshall.usc.edu.

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