

REGISTRATION FORM

Please enroll me in the Business Essentials: Executive Certificate in Business Administration program:

First Name _____ Last Name _____
Title _____ Company _____
Street _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email Address _____
Session Starting Date _____ Registration Code (if any) _____

Registration Fee: \$3,995 includes tuition, instructional materials, parking, and meals.

- Check enclosed payable to: NSHE Board of Regents
- Bill my credit card: American Express MasterCard Visa Diners Club
Card No. _____
- Expiration date (month/year) _____
- Your name as it appears on the card _____
- Signature (required) _____

Business Essentials: Executive Certificate in Business Administration

"What you earn depends on what you learn..."

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PROGRAM OVERVIEW

Program Overview

It has been said that in today's knowledge-based economy, what you earn increasingly depends on what you learn. The Business Essentials program is designed to introduce practicing managers, business owners, and professionals to the most important concepts, tools, and techniques taught in today's business schools. You will learn to boost productivity, confidence, and effectiveness when managing yourself and others.

Who Should Attend?

This program is designed for experienced or high potential managers and professionals who are seeking a stronger foundation in current business theory and practice. It is also useful for those who have experience in one area of business, but want exposure to other areas in order to qualify for positions of increased responsibility. *This is an open enrollment program.* A high school diploma or college degree is not required to enroll in our program.

Flexible Format

Each of our sixteen sessions introduces up to ten essential business ideas in 3.25 hours. Sessions are organized into four two-day modules focused on people, processes, the environment of business, and money. A new module is offered every month of the year so you can complete the program in as little as four months or up to two years. There are no pre-requisites so you can begin the program with any module.

Program Faculty

Our program is staffed exclusively with leading professors from the UNLV College of Business who have significant experience in teaching business concepts and skills in a way that is readily understandable and immediately useful. Actively engaged in research and practice, they bring their cutting-edge discoveries and insights into the classroom.

About the UNLV College of Business

With a faculty of almost 100 full-time professors, our college is also the only AACSB-accredited business program within 150 miles of Las Vegas.

COURSE STRUCTURE

Sixteen sessions in four two-day modules

Module 1: People

Leadership

In today's business environment marked by rapid change and hyper-competition, effective leadership often makes the distinguishing difference between success and failure. This session considers both the theory and practice of leading in contemporary, successful organizations.

Managing People

The essence of an organization is its workforce—employees must effectively work together to produce positive outcomes. Thus, the ultimate success or failure of any business depends on management's ability to lead its people. By extension, understanding and managing people is the most crucial task that managers face.

Conflict Resolution

Managers spend at least 25% of their time dealing with conflict and its consequences. People deal with conflict in various ways but the most effective conflict management tool, at least potentially, is to negotiate. This course will enhance your ability to negotiate deals, settle disputes and make team-based decisions.

Change & Transformation

Change is unavoidable. We can allow it to happen to us, even fight it. Or we can embrace it. Successful organizations make innovation a way of life for everyone. Because change is a process, albeit one that is often messy, it can be managed through effective leadership.

Module 2: Processes

Budgeting & Reporting

The budgeting process provides a means of communicating management's plans throughout the organization and forces managers to think about and plan for the future. The budget documents can then be used as a benchmark for subsequent performance.

Marketing

In this session, we use the concept of viewing the business from the customer's point of view as an overarching theme. You will be given some tools to develop an effective marketing strategy and will learn the basics of how to analyze market opportunities, develop marketing plans, and implement marketing programs.

Supply Chain Management

Supply chain management (SCM), involves the management of value-added processes in a seamless and integrative manner across organizational boundaries to meet the needs of the customer. SCM is important because it can improve cost, quality, delivery, customer service, and organizational performance.

Information Systems

This session aims to introduce concepts of management information systems and decision support systems. Information technology applications are discussed for decision-making and problem solving at the operational and corporate levels.

Module 3: Environment

The Economy

This session provides an understanding of conditions that impact firms operating in the global economy. Topics include national income; business cycles; inflation; unemployment; interest rates; exchange rates; and fiscal and monetary policies.

Business & Society

This session will stimulate thinking about the role of business in society. Business and society are co-dependent in significant ways that we may not think about in an informed manner. This session will provide some possible answers to issues that frequently arise in this area.

Business Law

Businesspeople today must be acutely aware of the law in order to avoid legal pitfalls. The best way to do this is to prevent legal problems before they arise or mitigate their effects early. To be proactive requires understanding and recognizing essential business law issues when they arise. This session will enable the student to understand basic contract, tort, & property law, as well as the laws of legal entities.

International Business

Understanding how to do business globally presents opportunities as well as challenges for organizations looking to expand outside their home market. This session will help you become a more skilled global business player.

Module 4: Money

The Market Process

After completing this session, you will gain an appreciation of the basic operations of a capitalist economy, including supply and demand, pricing strategies, cost drivers, competition, monopoly, and the function of entrepreneurs in society.

Strategy

Strategy is about undertaking a series of actions to achieve long-term objectives. This session covers the evolution of strategic thinking from planning models through industry analysis to the resource-based view of strategy and beyond.

Corporate Finance

In this session we discuss how managers and investors evaluate projects and investments in order to determine whether an investment should be undertaken. Specifically, we will discuss the methods and process of capital budgeting, the cost of raising capital, risk and return, and how to value future cash flows.

Accounting

Accounting measures the activities of a business by the dollars it receives and spends. This class provides a comprehensive picture of how managers, owners, and other stakeholders use accounting information to make decisions.

Please visit bizoutreach.unlv.edu for more detailed course descriptions and faculty bios.

PROGRAM DETAILS

Tuition & Fees

Tuition is \$3,995 and covers all related expenses, including instruction, course materials, books, meals, and parking. Financial aid is available through the Sallie Mae Career Loan Program.

Refund Policy

Requests for refunds received at least ten working days prior to the start of the program will be refunded less a \$50 administrative fee. No refunds will be issued after the start of the course. Paid registrations can be transferred to another person with the written approval of the program director.

Completing the Program

Upon successful completion of each module you will receive a letter of completion. After attending all sixteen sessions, you will be eligible to graduate in a special ceremony from the UNLV College of Business with an Executive Certificate in Business Administration. You will receive a certificate suitable for framing. This program also qualifies for up to 6.0 continuing education units (CEUs), based on attendance. There are no examinations or assignments required to graduate from this program.

Location & Dates/Times

All classes will be held at the UNLV Paradise Campus at the corner of Tropicana and Swenson. The first module will be held May 20-21, 2008 from 9am to 5pm with subsequent modules being offered monthly.

How to Register

1. Register online at: <http://bizoutreach.unlv.edu>
2. Fax the completed registration form on the back of this page to: (702) 895-4195 **OR**
3. Mail the completed registration form to:
UNLV Division of Educational Outreach
University of Nevada Las Vegas
4505 S. Maryland Parkway, Box 451019
Las Vegas, NV 89154-1019

For Further Information

Please call (702) 895-3394, email us at bizoutreach@unlv.edu or visit <http://bizoutreach.unlv.edu>