



For 50 years, CMD has been playing a key role in Wichita State University's, W. Frank Barton School of Business, harnessing the knowledge base of the University to produce educational training programs that help make businesses and their employees successful. Professional development isn't a one-time thing; it's a continuous part of your career. CMD offers two Executive Certificate Programs – Analytics & Data Management and Financial Management. Modern-day managers and leaders work in complex, volatile, ambiguous and uncertain business environments. To help contribute to the big picture at your organization, you must possess a solid foundation in finance and data management in order to solve problems, contribute ideas, and offer solutions.

executive CERTIFICATE in **financial management**

Analyzing problems and making critical decisions are closely linked to understanding key financial data. Gain a working knowledge of the numbers that matter.

executive CERTIFICATE in **analytics & data management**

Your most important business asset is your data and information. We help you develop the skills needed to process and analyze your data, anticipate the market and shape your business outcomes.



This series of seminars provides you with a unique opportunity to deepen your expertise of accounting and budgeting for better management and decision-making capabilities. This certificate blends broad financial principles with practical necessities to transform you into a more effective manager who can interpret and use financial data in your daily decisions. Learn to put to use information using common business applications to model better outcomes.

What You'll Learn

- Gain an understanding of what it takes to put your company first in the marketplace.
- Be able to identify those metrics that drive costs and expenses and know how to control them.
- Tie your company's mission to real metrics.
- Learn managerial accounting to help you make better organizational decisions.
- Strengthen your abilities to direct, produce, negotiate and lead.



Required Seminars

Complete the seminars on this list:

- Budgeting Concepts
- Corporate Ethics, Responsibility and Compliance
- Using Managerial Accounting for Cost Control

Elective Seminars

Complete FOUR seminars on this list:

- Building More Effective Work Relationships
- Business Modeling & Data Analysis: Using Data to Make Better Decisions (2 days)
- Influencing Without Authority
- Powerful Business Writing Skills
- Risk Management
- Strategies for Effective Presentations (2 days)
- Strategic Negotiations (online)
- Understanding Financial Statements

"I thought it was a very good course. Stressing the importance of financial controls to the budgeting process was very needed and well addressed. Dr. Flores showed a lot of experience and was entertaining."
 – Nicholas Willis, WSU Environmental Finance Center



The foundation of a successful analytics operation is quality data and superior data management. The ability to accelerate product innovation, reduce lead times, guarantee superior quality, optimize supply chains and pricing, while leveraging the true driver of financial performance, has become the mantra of the market leaders today. Competitive points of differentiation are being driven by a unique set of skills, training, smart decision making, effective execution and distinctive business processes.

CMD offers specific training sessions that deliver concepts and tools to outmaneuver the competition and get maximum value from your business processes – manufacturing AND services.

What You'll Learn

- Identify and define the metrics that drive the organization.
- Synchronize the adjustments for market demand.
- Collaborate to minimize the impact of supplier shifts.
- Optimize internal efficiencies and processes.
- Capitalize on employee engagement and retention.
- Compete with global strength.

Required Seminars

Complete the seminars on this list:

- Business Analytics: The New Competitive Advantage
- Business Modeling & Data Analysis: Using Data to Make Better Decisions (2 days)
- Forecasting and Capacity Planning



Elective Seminars

Complete FOUR seminars on this list:

- Facilitation Skills for Team Leaders
- Introduction to Databases (2 days)
- Inventory & Supply Chain Management
- Leadership, Change, Creativity & Innovation
- Risk Management
- Solving Problems with Root Cause Analysis
- Strength Based Leadership
- The Power of Critical Thinking

"This course has opened my eyes to what's readily available to help me manage our business to profitability. Tools that are readily available, but rarely taken full advantage of. Excellent course! Thanks Dr. Sue!"
 – William Watkins, Beechcraft Defense Company