

# MINI *WBA*<sup>®</sup>



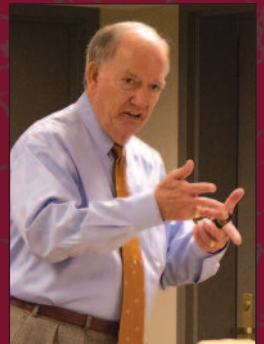
AN ADVANCED  
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CURRICULUM



WICHITA STATE  
UNIVERSITY  
W. FRANK BARTON  
SCHOOL OF BUSINESS

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School of  
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*Interactive sessions • Award winning instructors • Framework for success*



# An Intensive 10-week

## Session for High-Potential Professionals

The Mini MBA® provides a practical foundation in current business theory and practices in an intensive, 10-week format. Through case studies, lecture, problem-solving exercises and interactive class sessions, you will obtain the knowledge you need to succeed within your organization. The goal of this program is to make you more effective by providing a framework of knowledge for making informed business decisions on issues affecting organizations today.

### Who should attend?

- Experienced managers who need a solid foundation in **current business theory** and practices.
- **Technical professionals** moving into management positions who need more management “know-how.”
- Managers looking to **advance their careers**, who need to become knowledgeable in a variety of functional areas.
- Those who need to **broaden their understanding** of how functional areas within a business interrelate.
- Executives or business graduates who need to **update their business skills** and education.

### Registration Fee

The program fee of \$1,995 per person includes all course materials, a customized binder, free parking, refreshments and Continuing Education Units. A framed certificate of completion will be awarded to class members who attend at least nine of the ten sessions. The certificate is granted by the Center for Management Development through the Frank Barton School of Business at Wichita State University.

### Location

Classes will be held at the CMD Training Center • WSU Campus  
4205 E. 21st Street, Wichita, KS.

**Enroll Now**

Only offered in the Fall

Telephone: (316) 978-3118  
1-800-992-6345  
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## The Challenge of Leadership

Leaders facilitate the movement toward a common goal or shared objective. Leaders can be found in all types of organizations, but a common set of behaviors has been shown to differentiate outstanding leaders from ordinary ones. This session examines the behaviors of outstanding leaders: challenging the status quo, inspiring a shared vision, enabling others to perform, setting an example and rewarding accomplishments.

**Instructor:** Gerald Graham, Ph.D., R.P. Clinton Distinguished Professor

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## Operations Management: Delivering Value to the Customer

Firms exist to create value. The production or operations area of an organization is where the goods are produced, or services rendered, that justify the existence of the firm. Using effective Operations Management (OM), a firm can gain competitive advantage by delivering high-quality and cost-competitive products and services. This session will cover some of the concepts and techniques related to designing, managing and improving operations.

**Instructor:** Sue Abdinnour, Ph.D., Omer Professor in Business

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## Human Resources Management and Legal Issues

Raise your awareness of current and future issues in the human resources field while cultivating a practical and theoretical framework to address today's major human resource challenges. Explore management's responsibilities in selection, retention, development, evaluation and reward. Special emphasis will be placed on the prevention of legal problems and the latest developments in this ever-changing and challenging arena.

**Instructor:** John Belt, Ph.D., Professor Emeritus of Management

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## Understanding Financial Statements

Managers need to be able to read and understand financial statements. This skill allows managers to better communicate with financial personnel and use the information to make good management decisions. Concepts used in preparing financial statements and interpreting their meaning will be an important part of this session. We will focus on the income statement, balance sheet and statement of cash flows. Interrelationships among the statements will be highlighted along with ratio analysis.

**Instructor:** Michael Flores, MAcc, C.P.A., Monroe Faculty Fellow

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## Ethics in Business

Ethics is the heart of leadership. Understanding ethics makes business sense: it can contribute to organizational survival and success and make you a better leader and manager. The basics of ethics include a review of ethical terms, corporate examples, and identifying dimensions of ethics. Business decision-making is frequently based on the judgment of managers and is not simply choosing right from wrong. Successful leaders understand how their personal character and attributes can positively or negatively affect their organization.

**Instructor:** Dr. John Perry, Associate Professor and Department Chair, Management Department

Mini MBA® sessions can be customized and offered on-site for your organization.

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## Using Accounting Information for Cost Control and Decision Making

As a manager, you have financial responsibility for your area and this, in turn, has an impact on ultimate profitability for the owners of the business. You will learn about the financial decisions that are essential to maximize shareholder value. Management accounting utilizes accounting information for internal decision making to implement cost and profitability controls. This session will contrast Management Accounting with Financial Accounting. It will explore basic cost behaviors and their measurement, profit relationships and special issues which can greatly affect business outcomes. We will examine which accounting figures to rely on for making effective business decisions, and learn the meaning of specific accounting vocabulary.

**Instructor:** Michael Flores, MAcc, C.P.A., Monroe Faculty Fellow

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## Marketing and Brand Management

This session examines the fundamental functions of marketing management (analysis, planning, implementation and control) with respect to the driving mission of the organization – the creation and maintenance of long-term customer relationships that profitably satisfy customers' needs. The effect of marketplace trends and recent developments in marketing will also be discussed.

**Instructor:** Brian Rawson, M.B.A.

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## Customer Satisfaction and Quality: Linking Quality to the Bottom Line

Most organizations speak openly and frequently about quality service and customer satisfaction. However, most managers have difficulty defining these terms and even more difficulty in measuring them. In management “if you can't measure it, you can't manage it.” In this session we define quality and customer service and illustrate proven methods to develop a measurable quality and customer driven culture in your organization.

**Instructor:** Donald Hackett, Ph.D., Associate Professor and Kansas Family Business Fellow

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## Strategy - Management Strategy and Implementation

Managers and leaders need to know clearly what they want for their organization or department and how they will get there. Thinking strategically is the framework for operational plans. This session will illustrate the process to enable participants to focus on the long-term perspective while operating in the present. Identify the key elements required to achieve a cohesive path to reach organizational goals and objectives. Any organization will struggle without a structured plan and business map in place to define its objectives. Gain a better understanding of how to formulate methods to integrate a strategic plan and vision into your organizational culture.

**Instructor:** Jim Wolff, Ph.D., Professor in Management and Kincaid Faculty Fellow

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## Market-Based Management

This session introduces the fundamental aspects of Market-Based Management<sup>®</sup> (MBM<sup>®</sup>). MBM<sup>®</sup> is the management philosophy that powers Koch Industries, Inc., one of the largest and most successful privately-held global companies. Developed during the past 50 years by Charles G. Koch, Chairman of the Board and CEO, MBM<sup>®</sup> is a holistic approach to management that enables an organization to succeed long-term by applying the principles that cause a free society to prosper. The essence of MBM<sup>®</sup> is creating real, sustainable value for customers, communities and companies. MBM<sup>®</sup> encourages innovations that create value by making people's lives better and contributing to prosperity in society.

**Instructor:** Doug Karber, MBA

# Cancellation Policy

Cancellations received three weeks prior to the program will receive a full refund minus a \$50 processing fee. Cancellations made fewer than three weeks are subject to a 50% cancellation fee. Substitutions may be made at no cost up to the first day of the program. No refunds will be given and no substitutions will be accepted if cancellation occurs after the program begins.

**Mini MBA<sup>®</sup> Registration**

**Enroll Now**

**Class Size Is Limited**



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Complete form and mail with payment to: Center for Management Development,  
Wichita State University, 1845 Fairmount, Wichita, Kansas 67260-0086



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Complete form and fax to: (316) 978-3962 or 877-240-2569.

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### Payment

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Every manager must balance unprecedented demands on resources, tackle tough decisions, adjust and readjust priorities while keeping one eye on the short-term and the other on long-term survival – a tough job without a continuing flow of new ideas and knowledge. Why not make an investment in your future and your company's success, by participating in the CMD's Mini MBA<sup>®</sup> Certificate Program? You'll gain confidence and vigor, as well as gain different perspectives about your business activities, from your instructors and peers. All you have to do is begin – the rewards will be great.

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