

# MINI MBA®

AN ADVANCED PROFESSIONAL CURRICULUM

## WHO SHOULD ATTEND

*This 10-week series is designed for:*

- 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 fluency in business concepts and practices.

// MORE INFO OR REGISTER //

[CMD.WICHITA.EDU/MINI-MBA](http://CMD.WICHITA.EDU/MINI-MBA)

316-978-3118 Or 1-800-992-6345



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**Substitutions/Cancellations/Reschedules:** Substitutions are free and must be done prior to the start of the class or program. Cancellations or rescheduling must be received in writing and full refunds will be given up to four business days prior to the start of class. Any cancellation or reschedule submitted with three or less business days’ notice is subject to a \$35 charge on 1- or 2-day classes, and a \$75 charge on Certificate programs. No refunds after the first day of the class or program.

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CMD  
Center for  
Management  
Development

1845 FAIRMOUNT  
WICHITA, KS 67260

**MINI MBA®**

*Certificate program*

\$2495

Sept. 14-Nov. 16, 2020  
Mondays 1-4:30 p.m.

CMD Training Room

Woodman Alumni Center

WSU Campus

Mini MBA is a 10-week series for leaders, managers and executives to broaden their understanding of current business theory and update their fluency in business concepts and practices to advance their career and their organization.



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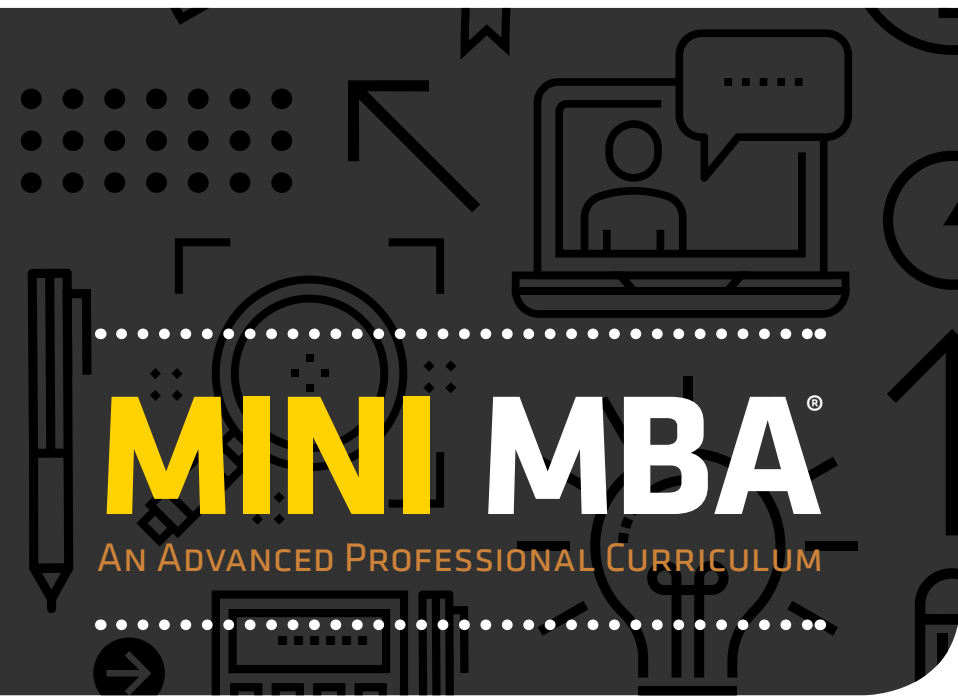


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# MINI MBA®

AN ADVANCED PROFESSIONAL CURRICULUM

We invite high-potential professionals to join in an intensive 10-week session in current business theory for making you more effective when making informed business decisions for your organization.



**PROFESSIONALS NEED IN-DEPTH KNOWLEDGE** and problem-solving skills to make strategic business decisions that deliver results.

The Mini MBA® provides a practical foundation in current business theory and practices in an intensive, 10-week format. Through case studies, lecture and interactive class sessions, you will obtain the knowledge you need to succeed within your organization.

Although “mini” learning experiences do not replace the depth of degree courses, they can offer a concise and dynamic approach, which rapidly prepares you to handle new scenarios as a leader.

Are you ready to take your career to the next level?

**// THE DETAILS //**

10 Sessions • \$2495

Sept. 14-Nov. 16, 2020  
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# MINI MBA® 10-week curriculum

## 1 Leading and Managing Change

This Challenge of Leadership workshop prepares participants to:

- Align mission, values, objectives, and employee behaviors
- Engage employees to accomplish the mission
- Put the “wow” in teamwork
- Adapt their leadership style to gain more commitment from staff

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

## 2 Use of Data and Analytics in Business

Analyze data to reveal your customers’ identities and buying habits.

- The basic tools of Analytics
- Free sources of secondary data on the Internet

**Instructor: Sue Abdinnour, PhD, Omer Professor in Business**

## 3 Human Capital Strategy

How to align your people strategies to organizational goals.

- Identify talent
- Methods to align performance
- Develop your team to deliver results

**Instructor: Michelle Lohrengel, H.R. Professional**

## 4 Legal Challenges and Risks in Cyber Security

Understand the cyber legal and policy framework at the national level and how to identify areas of risk associated with IT.

- Legal risk
- Ethical risk
- Financial risk

**Instructor: Ret. Col. Joseph Jabara, J.D.**

## 5 Ethics and Compliance

How ethics contributes to organizational success and better leaders.

- Ethical terminology and corporate examples
- Identifying dimensions of ethics
- Judgement call vs. choosing right from wrong
- How a leader’s personal character positively or negatively impacts their organization

**Instructor: John Perry, PhD, Associate Dean for Academic Operations & Undergraduate Programs**

## 6 Understanding Financial Statements

Accurately interpreting financial statements enables managers to make better decisions and communicate with financial personnel.

- Financial reporting, auditing and analysis
- Taxation

**Instructor: Michael Flores, MAcc, C.P.A., Allen Gibbs and Houlik Fellow in Accounting**

## 7 Strategic Marketing and Brand Management

Marketing management is the creation and maintenance of long-term customer relationships for profitability.

- Analysis, planning, implementation and control
- Marketplace trends and recent developments in marketing

**Instructor: Brian Rawson, MBA**

## 8 Designing and Managing Business Practices

Operations role in gaining a competitive advantage by delivering high-quality and cost-competitive products and services.

- Operations designs and manages the processes that deliver goods and/or services
- Concepts and techniques operations use to improve

**Instructor: Sue Abdinnour, PhD, Omer Professor in Business**

## 9 Creating and Sustaining Quality Service in the Value Chain

High-quality customer service builds satisfaction and loyalty.

- Ten criteria of quality service
- How to measure your firm’s quality service
- Specific tips for improving quality service

**Instructor: Donald Hackett, DBA, Kansas Family Business Fellow and Associate Professor of Management**

## 10 Organizational Design and Thinking Strategically

Focus on the long-term perspective while operating in the present.

- Identify the key elements required to reach organizational goals
- Create a structured plan and business map for objectives
- How to integrate a strategic plan into your organizational culture

**Instructor: Brian Rawson, MBA**



Registration fee includes course materials, refreshments, free parking, CEUs and framed certificate for those who attend nine out of 10 sessions.

**CUSTOM TRAINING:** This program can be tailored to suit your organization’s needs and presented at any time and place convenient for you and your employees. Call Pat McLeod at 316-259-5047 for details.