"Management is, above all, a practice where art, science, and craft meet."

— Henry Mintzberg

A Non-Credit Professional Program

$4950

October 18-19, 2012

November 1-2, 2012

November 15-16, 2012
Program Overview

The Bentley Essentials of Management is a leadership development program designed to provide a well-rounded perspective encompassing key business elements. Through interactive team engagement with a cohort of peers, participants will gain the strategic business skills and understanding needed in today’s fast-paced and ever changing global business environment.

Who Benefits from this Program?

- Experienced managers who need a solid foundation in the latest business theory and practices
- Biotech professionals, medical professionals, and scientists who desire a grounding in business and management skills
- Technical professionals moving into management positions who need more management “know-how”
- High potential managers looking to advance their careers
- Anyone facing increased management responsibilities without a formal business background

Offer this Program at Your Location

Essentials of Management can be delivered at your company location for a group in a timeframe that fits your schedule – either consolidated in a five day format or distributed over several weeks if desired with projects incorporated between sessions. Content, cases and activities can be tailored to reflect your business environment and industry. Contact Debra Kennedy, Director of Education at 781-891-2473 or dkennedy@bentley.edu to discuss the possibilities.

Program Objectives

In this program you will:

- Gain leadership skills to enhance team cohesiveness and motivation
- Understand financial statements and budgeting tactics which help in controlling costs
- Learn about marketing strategies and the latest in social media outreach
- Acquire project and process management knowledge to help in streamlining operations
- Discover methods to develop and implement business strategy within your organization
- Enhance negotiation and critical communication skills
- Participate in active learning sessions to gain practical, applicable business aptitude
- Benefit from interaction with a peer network from a broad array of industries
Program Content

Organization and the Environment of Business
- Mission, Objectives and Strategy
- Levels of Strategy

Strategy Formulation Implementation
- Structure and Processes
- Organizational Resources
- Innovation and Creativity

Finance Essentials
- Financial Statements
- Budgeting
- Capital Structure
- Financial Analysis

Managerial Accounting Essentials
- Cost Management – Fixed and Variable
- Accounting Concepts for Managers
- Information Needs of the Manager
- Analysis and Decision-Making

Marketing
- Value Proposition and Market Strategy
- Defining Market Targets
- Message and Branding
- Social Media and the New Marketing Techniques

Management Communication
- Internal and External Communication
- Informative Communication
- Team Communication
- Situation and Organizational Culture

Organizational Behavior
- Team Development
- Group Dynamics
- Creative Thinking

Operations and Business Process
- Defining Objectives
- Process Improvement Principles
- Stakeholders, Critical Support, and Skill Sets
- Communicating Progress and Change

Organizational Leadership
- Leadership vs. Management
- Effective Traits of Leaders
- Leadership Styles and Types
- Understanding Follower and Leader Needs

Ethical Leadership
- Fostering Trust and Candor
- Leading through Change
- Personal Framework for Ethical Decisions

Management Capstone
- Group Interactive Simulation Exercise

Optional Additional 2-Day Session: $1450

360 Leadership Analysis
Leading people and programs effectively begins with a realistic and accurate understanding of strategic behaviors and team skills. This highly engaging 360° leadership workshop accelerates leadership development through a validated online assessment from managers, direct reports and peers. Participants receive an action-plan template to translate scores into a personal plan at work. Individual, expert feedback is given to each participant to decrease in behavioral blind spots and provide tools for strategic change. The group will learn developmental strategies and tips from an expert-led, interactive workshop environment using case materials and feedback from others. For more information, contact Debra Kennedy, Director, Executive Education – dkennedy@bentley.edu.
Why Bentley University?

What makes this program distinctive? The Essentials of Management ‘Mini-MBA’ combines the key elements of advanced study in all aspects of business within an engaging team environment and the development of a peer network. Participants in our executive education programs benefit from instruction by our leading graduate faculty members who specialize in interactive learning for applied business. In addition, during the course of the program and beyond, participants can access an ongoing learning environment reinforced with relevant articles, podcasts and other resources to foster extended learning and incorporation of new ideas and skills.

Programs for Individuals & Organizations

Career Development requires lifelong learning. Are you moving into a new role? Do you have technical expertise but need some executive management tools? At Bentley University, we specialize in applied learning with active and engaging educational sessions designed to equip team members, mid-level managers and senior executives in enhanced business skills.

“The Mini-MBA is a great program for someone that has been recently promoted into a managerial position, or is new to a business organization, and does not have a background in business. Students are exposed to all aspects of business including management, operations, marketing, business process, finance and strategy. An excellent way to learn about how a business functions in an intensive format.”

BENTLEY UNIVERSITY EXECUTIVE EDUCATION

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REGISTER ONLINE AT executive.bentley.edu

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