MILGARD
SCHOOL OF BUSINESS

ESSENTIALS OF MANAGEMENT PROGRAM (EMP)
SEPTEMBER 8 - NOVEMBER 24, 2014

W UNIVERSITY OF WASHINGTON | TACOMA
The Milgard School of Business Essentials of Management Program (EMP) offers an overview of the key concepts, tools, and techniques that are required for sustained success in today’s business environment. The program is designed to serve individuals with a non-business or technical background who are looking to build business acumen. Participants will gain insights into business strategy, marketing, accounting and financial analysis, real estate impact, and business analytics while developing superior leadership skills.

The EMP is designed for experienced managers who are seeking a stronger foundation in current business theory and practice, or managers who have experience in one area and want exposure to other areas to qualify for positions of increased responsibility. The program will also provide a valuable learning experience for technical experts making the transition into management roles. Participants will become more effective by gaining a solid foundation in current business theory and practice. After completing this program, they will be equipped to make better business decisions about issues affecting their companies and their careers. Participants also gain ongoing access to Milgard faculty, whose expertise in a wide variety of areas will be a valuable potential resource. For those considering getting their MBA, the Essentials of Management Program serves as a preview to the Milgard School’s highly regarded MBA program for working professionals.

Established in 1994 as UW Tacoma’s Business Administration program, the Milgard School of Business was named in 2003 in recognition of a generous endowment of $20 million from Gary E. Milgard, the Gary E. Milgard Family Foundation and James A. Milgard. The Milgards had a vision of helping build an outstanding business school at the University of Washington Tacoma. The Milgard School of Business offers a world-class education with degree programs at the undergraduate and graduate level and custom designed executive development programs. Experience the difference that a Milgard School business education can make in your future.
The EMP provides an opportunity to learn from the top notch professors at the Milgard School of Business who bring a balanced mix of theory and practice to the classroom and contribute to the advancement of academic knowledge through high quality research. The Milgard School faculty includes internationally recognized experts who provide training and are consultants for corporations and other organizations in the US and abroad.

The program runs on Monday nights from September 8 to November 24, 2014.

The Essentials of Management Program will cover the following areas. Session topics are subject to change:

**Leadership and Communication**
- Leading contemporary organizations
- Empowering an organization
- Effective communication skills

**Financial Accounting**
- Terminology and concepts
- Understanding Financial Statements
- Financial Statement Analysis

**Cost Analysis and Budgeting**
- Cost terminology and concepts
- Using cost information in planning and decision-making
- Budgeting tools and techniques

**Marketing**
- Value proposition and marketing strategy
- Sales and new business development
- Customer acquisition and retention

**Capital Markets**
- Overview of financial markets
- Tools to analyze investment opportunities
- Asset pricing and portfolio management

**Business Strategy**
- Role of strategy in ensuring success in a changing environment
- Fundamental techniques supporting development and implementation of strategy
- Business strategies and sources of competitive advantage

**Negotiations**
- Conflict management
- Win-win negotiations

**Macroeconomics**
- Fiscal and monetary policy
- Impact of tax rates, interest rates, and deficits on employment, earnings, and output

**Strategic Business Intelligence & Analytics**
- Foundations for evidence-based managerial decision making
- Common mistakes and best practices
- Designing and planning Business Intelligence processes
- Competing on data, analytics and information

**Real Estate and Business**
- Overview of critical areas of evaluation and decision making
- Positioning the business for growth and profitability
- Understanding how real estate fits the business

The program cost is $3,750 and includes all instructional materials.
Essentials of Management

Program Basics

FORMAT: Classes are held Monday nights for three hours a night over twelve weeks. The program runs September to November. Students must attend 10 of the 12 sessions to earn a certificate of completion.

AREAS OF KNOWLEDGE*:
Leadership and Communication
Financial Accounting
Cost Analysis and Budgeting
Marketing
Capital Markets
Business Strategy
Negotiations
Macroeconomics
Business Analytics
Real Estate and Business

*Areas are subject to change.

CREDIT AVAILABLE: For those interested in academic graduate credit, a 4 credit course waiver is available for an MBA degree at the Milgard School of Business at University of Washington Tacoma.

COST:
$3,750 includes all instructional materials
2014 Essentials of Management Program Registration Form

ATTENDEE INFORMATION

☐ Dr. ☐ Mr. ☐ Ms. ☐ Mrs.

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TITLE

COMPANY NAME

BRANCH OR DIVISION

MAILING ADDRESS

CITY

STATE

POSTAL CODE

COUNTRY

TELEPHONE: FAX: (include country code if applicable)

E-MAIL ADDRESS (Required)

PRIOR DEGREE OBTAINED

ADMINISTRATIVE CONTACT

If you prefer, we will communicate with your administrative contact about the logistics of your registration.

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TELEPHONE: (include country code if applicable) FAX: (include country code if applicable)

E-MAIL ADDRESS (Required)

I hereby register for the Essentials of Management Program and confirm that the information given is correct.

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Please mail your registration form and a check for $3,750: Milgard School of Business, UW Tacoma ATTN: Efigenia Spacher 1900 Commerce Street, Box 358420 Tacoma, WA 98402-3100

To charge with secure PayPal Contact: Efigenia Spacher (253) 692-4580

Regardless of payment type the registration form must be submitted to the address above or emailed to espacher@uw.edu.