

MILGARD SCHOOL OF BUSINESS AT UW TACOMA

ESSENTIALS OF MANAGEMENT PROGRAM (EMP)

MONDAYS, 6 – 9 PM, JAN. 25 – APR. 19, 2021
UW TACOMA ONLINE



PROGRAM OVERVIEW // 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, data analytics, and corporate social responsibility while developing superior leadership skills.



PARTICIPANT PROFILE // 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.

MILGARD SCHOOL OF BUSINESS

EMP BASICS

■ **FORMAT:** Classes will be held virtually via ZOOM and online with CANVAS each week for 12 wks.

Students must attend 10 of the 12 sessions to earn a digital badge.

■ **AREAS OF KNOWLEDGE*:**

- Leadership and Communication
- Financial Accounting
- Cost Behavior, Strategic Analysis and Control
- Marketing
- Capital Markets
- Business Strategy
- Negotiations
- Design Thinking
- Corporate Social Responsibility
- Digital Transformation with Business Analytics and Smart Technologies

** Areas are subject to change.*

■ **COST: \$3,950**

Includes all instructional materials, including access to online curriculum via UW’s CANVAS and ZOOM live class sessions.

■ **REGISTRATION OPENS SEPTEMBER 1, 2020:**

tacoma.uw.edu/milgard/emp



FACULTY AND CURRICULUM // 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 U.S. and abroad.



THE ESSENTIALS OF MANAGEMENT PROGRAM WILL COVER THE FOLLOWING AREAS*:

Leadership and Communication

- Leading contemporary organizations
Empowering an organization
- Effective communication skills

Financial Accounting

- Terminology and concepts
- Understanding financial statements
- Financial statement analysis

Cost Behavior, Strategic Analysis and Control

- 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

Design Thinking

- Overview of innovation and the design thinking process
- Techniques for need finding, ideation and prototyping
- Evaluate efficacy and inventiveness of prototypes

Corporate Social Responsibility

- Strategic corporate citizenship
- Risks and rewards of CSR and reputation
- Integration with corporate strategy

Digital Transformation

- Learn fundamentals and relationship between data, information and knowledge
- Value of co-creation with smart technologies to address strategic challenges
- Competing on data, analytics and information

THE MILGARD EMP RUNS
MONDAYS, 6 - 9 PM
JAN. 25 – APR. 19, 2021
No class on Feb. 15-President's Day

REGISTRATION OPENS SEPT 1:
tacoma.uw.edu/milgard/emp

ABOUT MILGARD //

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 Milgard School of Business at the University of Washington Tacoma has earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB).



MILGARD
SCHOOL OF BUSINESS

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**Cost does not include registration fees. Session topics are subject to change.*