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**BUSINESS
MANAGEMENT
AND
COMMUNICATION
SKILLS
CERTIFICATE
PROGRAM**

proMSc

Business Management and Communication Skills Certificate Program proMSc

Program Overview

This certificate program is designed to give participants the broad business management and communications background critical to managerial success in any organization. The course content was developed for those who have at least a bachelor's degree and expertise in a particular field but who wish to broaden their skill base to include managerial, leadership, and business skills. Interactions in the class develop teamwork and stimulate discussions amongst the group.

The program is completed in 9 two-day modules, one on-line module, and an additional workshop on etiquette. Nine of the modules meet on a Friday evening from 4:30-9:30 p.m., and the next day, Saturday, from 8:30 a.m.-4:30 p.m. The etiquette workshop meets on a Friday evening from 4:30-9:30 p.m. The on-line module is completed over the course of one month in addition to other modules. The program is completed in one academic year. Module 1 (September 15-16, 2006) begins on Friday at 4:00 p.m. to allow time for program introduction.

The program was developed by Michigan State University's The Eli Broad Graduate School of Management and the College of Communication Arts with input from business and industry. The instructors for the program are the faculty members who teach in MSU's MBA programs and/or in the graduate programs in the College of Communication Arts and Sciences. In addition to their classroom and research expertise, these faculty members have industry experience as well as experience in executive education and consulting.

Program Objectives

- To help participants develop a better understanding of the business environment
- To improve current and future technical managers' ability to formulate and implement business strategies involving marketing, finance, and human capital
- To improve participants' personal and organizational leadership and communication skills

Program Location

The modules are located at the Kellogg Hotel and Conference Center on the campus of Michigan State University. Details will be given out with registration confirmation regarding parking and lodging or the Kellogg Center can be reached at (517) 432-4000.

Cost and Payment Schedule

The total cost for this program is \$3,000. MSU students can be billed for the \$3,000 in two installments of \$1,500 each by the Controller's Office.

Registration

You can download a registration form from The Graduate School's website below or call (517) 353-4738 to have one sent to you. Please mail the registration form to:

The Graduate School – proMSc
Michigan State University
118 Linton Hall
East Lansing, MI 48824-1044

Additional Information

Additional information about this program is available through The Graduate School website at:
http://grad.msu.edu/all/bus_mgt.htm

Module 1: Negotiation and Consensus Building**September 15 - 16, 2006**

The Negotiation and Consensus Building course will introduce students to the basic concepts and theoretical frameworks for understanding negotiation and conflict processes, develop their confidence in the negotiation process as an effective means for resolving conflict and reaching consensus in organizations and in their personal lives, and provide role-playing and case experiences to develop students' negotiation skills.

Module Leader: Vernon Miller, Ph.D.

Dr. Vernon Miller holds appointments in the Departments of Communication and Management as an Associate Professor. His research and consulting focus on employment interviewing, newcomer socialization, superior-subordinate relationships and feedback processes, and organizational coordination systems. He earned his doctorate from The University of Texas at Austin. Dr. Miller has served as an Associate Dean in the College of Communication Arts and Sciences at MSU, worked with MSU Global on Communication and Life Skills programs to National Basketball Development League and National Basketball League players.

Module 2: Financial Management**October 6 - 7, 2006**

The Financial Management module will prepare you to analyze and interpret financial information and make decisions based on that analysis. Taking the approach of a "Finance for Non-Financial Professional" course, this module will help you learn the "language" of finance and accounting and become more comfortable dealing with financial questions and interpreting financial statements. Comparing capital investment options will also be covered.

Module Leader: Michael Mazzeo, Ph.D.

Dr. Michael A. Mazzeo received his Ph.D. from the State University of New York at Buffalo in Finance. He is the recipient of numerous teaching awards and has over 20 years of teaching experience. Presently on the faculty of Michigan State University's Eli Broad College of Business, Dr. Mazzeo has also been on the faculty at Indiana University, and has taught in executive education for both universities. He teaches financial decision-making to executives in the Executive MBA Program at Michigan State University. Mike is an eight-time recipient of the Faculty Excellence Award given by the students of the Executive MBA Program. He is listed in Business Week: Guide to the Best Business Schools as an outstanding faculty member and currently serves as the Associate Dean for Undergraduate Programs in the Broad College.

Module 3: Marketing Management**October 27 - 28, 2006**

This module is designed to develop your skills in formulating and implementing marketing strategies. The marketing management process is important at all levels of the organization, and is applied in both business and non-business organizations. In this module we will examine concepts, theories, analytical procedures and models that will help you develop skills needed to create marketing strategies. Topics include marketing research, segmentation, targeting, product development, pricing, promotion, distribution, and customer satisfaction.

Module Leader: Rich Spreng, Ph.D.

Dr. Richard Spreng is an associate professor of Marketing in the Department of Marketing and Supply Chain Management at Michigan State University. At MSU he teaches "Customer Driven Strategies" to marketing MBAs and Marketing Management for non-business graduate students. His research interests center around customer satisfaction and service quality issues. Dr. Spreng has worked with numerous business, government, and non-profit organizations in developing customer satisfaction measurement systems. He received his Ph.D. from Indiana University.

Module 4: Managerial Accounting**On-line from October 27 to November 30, 2006**

This web-based module links the Financial Management concepts to accounting information for decision-making and control. You will learn the basics of cost allocation, activity-based costing, and relevant costing. All lectures will be online for listening/viewing as often as you want and at any time of the day and night. Problems and self-study questions will allow you to practice and reinforce the lecture concepts. There will be several assigned problems due by the end of the module that you can work on individually or in small groups.

Module Leader: Fred Jacobs, Ph.D.

Fred Jacobs is an Associate Professor in the Department of Accounting and Information Systems at Michigan State University. He joined the faculty in 1976 after earning his Ph.D. from the University of Illinois at Urbana-Champaign. He has taught managerial accounting at all undergraduate and graduate levels. His research interests are in cost allocation, the role of costs in pricing, and cost control, and he has published in all of the top accounting academic and practitioner journals. He was the Chairperson of the Department from 1997-98 and the Associate Chairperson from 1998-2002.

Etiquette Workshop: Professional Business Etiquette**November 3, 2006**

What's Rudeness Costing Your Company? A well-mannered person is one who treats others with respect and inspires respectful treatment. Many companies are offering their employees etiquette training as a way to increase business and the bottom line. You are yourself and your company, always put your best foot forward. First impressions are crucial in building business relationships.

Module Leader: Pattie McNiel

Pattie McNiel is an Academic Specialist with the National Food Safety and Toxicology Center at Michigan State University. Pattie is responsible for the coordination of the Online Professional Master of Science (ProMS) in Food Safety Program ran through the College of Veterinary Medicine. Pattie is also owner of First Impressions Training in Williamston, Michigan providing business etiquette workshop and food safety consulting.

Module 5: Writing for Clarity**November 17 - 18, 2006**

Your writing represents you. A person forms opinions about you by reading your writing. Your written correspondence reflects your thinking processes, organizational skills, word usage and understanding of your audience and the world around you. Thus, your writing is your tool for how you want a reader to see you – clearly and concisely.

This module will focus on practical techniques that will help you communicate more effectively in writing. It will cover some common grammar and word usage problems that everyone should know. You'll learn how to analyze your audiences to convey your ideas clearly and persuasively. You'll discuss how to translate scientific and technical concepts and language into words that non-scientists can understand. By the end of the module, you should understand how and why clear writing involves learnable skills that will improve both your ability to communicate and your own understanding of technical information.

Module Leader: Lori Post, Ph.D.

Lori Post is the Assistant Dean for Research in the College of Communication Arts and Sciences at Michigan State University. She received her doctorate in Demography in 1999 from the Department of Sociology at MSU. Her tenure home is in the Department of Telecommunication, Information and Media Studies. Currently, she directs several violence related research projects and teaches research methods and proposal writing.

Module 6: Micro and Macro Economics**January 26 - 27, 2007**

In the “macro” economics portion of this module, you will examine the global economic environment in which businesses operate. Topics discussed include the determinants and influences of the national income, employment, inflation, business cycle fluctuations, fiscal and monetary policy, international trade, and capital flows. Through "micro", or managerial economics, you will learn how to use economics analysis to understand the market environment and to influence business decisions. You will also learn about the competitive forces in domestic and international markets.

Module Leader: Charles Ballard, Ph.D.

Charles L. Ballard is a professor of Economics at Michigan State University. He received his Ph.D. from Stanford University in 1983, and joined the faculty at Michigan State that same year. He received the Michigan State University Teacher/Scholar Award in 1990. He has served as a consultant for the U.S. Department of the Treasury, the Congressional Joint Committee on Taxation, the US Department of Agriculture, the University of Melbourne (Australia), and the Helsinki School of Business Administration (Finland). Much of Professor Ballard’s research has used computer simulation models to study the effects of changes in government tax and expenditure policies. His writings have dealt with topics such as welfare reform, health-care reform, value-added taxes, and taxes on environmental pollution, as well as methods for evaluating the efficiency effects of tax-policy changes. His writings have appeared in American Economic Review, Journal of Public Economics, National Tax Journal, and other journals.

Module 7: The Legal Environment of Business**February 2 - 3, 2007**

For many business leaders and managers, the law seems to be a mysterious area with no rules or with rules only a few can comprehend. In fact, the law is comprehensible, and managers can become part of the decision-making process with regard to legal matters and managing possible litigation expenses. This seminar will help you to: understand the business legal environment; avoid many common mistakes which make lawsuits more likely; deal with employee issues within the confines of the employment laws, and protect yourself and your organization from litigation.

Module Leader: Anne C. Levy, JD

Dr. Anne Levy, JD is an associate professor of Law, Public Policy and Business in the Eli Broad College of Business and Graduate School of Management at Michigan State University. She teaches courses in the legal environment of business for undergraduates and graduates in the on-campus, Weekend, and Executive MBA programs. Dr. Levy received her B.A. and M.A. in English from Oakland University and her JD cum laude from Wayne State Law School.

Before joining the faculty at Michigan State University, Dr. Levy served as Judicial Law Clerk to The Honorable Patricia J. Boyle, Associate Justice of the Michigan Supreme Court. Prior to attending law school, she spent many years in the field of public relations. As a consultant, Anne aids attorneys in understanding the law of employment discrimination and preparing evidence. She is also an expert witness in the area of sexual harassment.

Module 8: Project Management**March 16 - 17, 2007**

Project management provides an excellent example of fostering development of creative solutions to business and engineering problems. In this module you will learn the time-tested concepts and techniques that remove guesswork from managing projects, making it a science of sure results. In addition to learning how to coordinate the total project plan, you will learn to manage every critical phase of a project, including pre-planning, risk analysis, work breakdown structures, project organization, and writing project objectives.

Module Leader: Morgan L. Swink, Ph.D.

Morgan L. Swink is Professor of Operations and Supply Chain Management at the Eli Broad College of Business, Michigan State University. He received a B.S. in mechanical engineering from Southern Methodist University, an MBA from the University of Dallas, and a Ph.D. in operations management from Indiana University. Before becoming a professor, he worked for ten years in manufacturing and product development organizations at Texas Instruments, Inc. His research, teaching, and consulting interests include the areas of new product development, manufacturing strategy, facility location, and decision support systems. Some of his publications may be found in *The Journal of Product Innovation Management*, *Decision Sciences*, *Journal of Operations Management*, *European Journal of Operational Research*, and *International Journal of Production and Operations Management*.

Module 9: Making Work Groups Effective

April 13 - 14, 2007

Organizations rely heavily on groups to generate ideas, make decisions, and solve problems. Through case studies and team-based activities, you will learn about the mistakes that are commonly made by leaders and members of work groups and how to remedy them through effective communication procedures.

Module Leader: Gwen Wittenbaum, Ph.D.

Dr. Gwen Wittenbaum is an Associate Professor of Communication at Michigan State University. She teaches undergraduate and graduate courses in group communication, leadership, persuasion, conflict management, and research methods. With a Ph.D. in psychology (Miami University, 1996) and experience as a Visiting Associate Professor in the Tepper School of Business at Carnegie Mellon University, her knowledge about groups is informed by many perspectives. Dr. Wittenbaum's writings on group decision-making, information sharing, and coordination have appeared in top journals in communication and psychology.

Module 10: Presentation Skills

April 20 - 21, 2007

At some point in your career, you will be required to make an oral presentation. Whatever the field or profession, it is vital to possess presentation skills necessary to create and deliver informative and persuasive speeches. This module addresses this issue by teaching you how to develop effective content for a prepared speech, how to develop and structure the content of extemporaneous and impromptu speeches, how to master effective delivery techniques, and how to incorporate technology applications such as PowerPoint or videoconferencing into an effective speech.

Module Leader: Janet Lillie, Ph.D.

Dr. Janet Lillie is the Associate Dean for Undergraduate Education in the College of Communication Arts and Sciences and has an appointment in the Department of Communication. She earned a B.A. in Communication (Miami University, Oxford, Ohio) and an M.A. and Ph.D. in Communication from Michigan State University. Dr. Lillie conducts workshops for the Graduate School to help students become better communicators. She also works with the Office of International Students and Scholars to on communication workshops designed for international students to help them understand the U.S. communication culture.
