

BAUER EXECUTIVE EDUCATION

UNIVERSITY OF HOUSTON
BAUER COLLEGE OF BUSINESS, EXECUTIVE EDUCATION



C. T. Bauer College of Business
UNIVERSITY OF HOUSTON



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A LETTER FROM THE EXECUTIVE DIRECTOR

The past two years have led everyone to reimagine how work gets done, and altered the ways in which many businesses attract, retain, and develop talent. In this time of massive upheaval and transition, executive education is more important than ever before.

Bauer College's Executive Education Program offers customized training designed to enhance the capabilities and competencies of executives. Our program includes open-enrollment courses that are offered online in both synchronous and asynchronous formats, covering a wide variety of topics. In addition, Bauer offers multiple Mini MBAs that let you offer a hyper-focused credential through a compressed curriculum taught by the same faculty who teach within the renowned Bauer Executive MBA.

Now is the time to prepare leaders who can adapt quickly to a changing business environment. Whether virtually or in person, our programs are designed to equip leaders with the knowledge and skills they need to drive results.

We welcome the chance to partner with your organization to help business and leadership evolve for this exciting new world.

Sincerely,

Cheryl Baldwin, Ph.D.

**EXECUTIVE DIRECTOR, EXECUTION EDUCATION
C. T. BAUER COLLEGE OF BUSINESS**

**CBALDWI2@CENTRAL.UH.EDU
(713) 743-8984**

CUSTOM PROGRAMS

Our world-class faculty uses the latest research and practical experience to create a dynamic learning experience for executives. We also offer highly customized programs for companies wanting to create effective leaders in their organizations.

The C.T. Bauer College of Business Executive Development Program can also create tailored executive education that fits precisely what your organization needs. Our program leaders and faculty work with key stakeholders in your operation to develop programming and curriculum that will equip your team members with the knowledge and skills needed to be successful leaders. We work with you to define and document your educational objectives, then design a precise coursework that implements and strengthens the hard and soft skills that will help your participants develop into thriving business leaders. The end result is a workforce that can think and work strategically and empathetically, making your business stronger and forging skills that will last them throughout their career.

BAUER CAN WORK WITH YOU TO DEVELOP A PROGRAM FOR YOUR ORGANIZATION

- First, we will meet with you to discuss specific learning objectives and identify the levels of the organization leadership that will need to be involved.
- Second, the faculty chosen for each class will work with you collaboratively to develop class content.
- Finally, as classes are conducted, feedback is solicited from the participants. This feedback is used in providing follow up instruction and revisions to class content.
- Our programs are not pre-developed. We customize programs specific to your industry, your individual company, and your concerns.
- Your participants will emerge equipped with the skills to leverage their knowledge into strategies for your company to attain a new level of success.
- Our faculty have an unparalleled commitment to gaining an intimate understanding of the vision, culture, and capabilities of your company with input from your executives. We will collaborate and discuss your objectives to develop a high-impact program to identify the unique challenges your organization faces, and design a course that offers innovative, strategic solutions that give your company the competitive advantage.
- You will choose the subject matter, class content, length of classes and location for the delivery program. The faculty leading your custom program are experts and leaders in their field who will incorporate your organization's mission, vision, strategy, and tactics into engaging class lectures and discussions.



HEAR WHAT OUR CLIENTS HAVE TO SAY



CRITICAL ISSUES:

The executives at Insperity were looking for a customized program that would train their leading business development associates in a wide range of business disciplines to create a well-rounded business professional.

“At Bauer Executive Development, they understand what it takes for businesses to succeed. To have a program that takes a year to 18 months to go through, and get a certification that is above and beyond the basic training to fulfill the role, that’s a tremendous investment that we make. And it’s a tremendous investment in the future of our business.”

PAUL J. SARVADI, CHAIRMAN & CEO INSPERITY

“This program has exceeded my expectations, CBPA’s are seeing a bigger picture of how they can help those small and medium sized business.”

GREG KELLY, CBPA

“It’s an investment in the employee, invest in the employee and your engagement will increase, productivity will increase, revenue will increase. It is all linked together.”

RICHARD RAWSON, PRESIDENT, INSPERITY



BUCKEYE PARTNERS, L.P.

CRITICAL ISSUES:

Buckeye Partners, L.P. is a pipeline and oil storage company who wanted to give their key executives more of an education in financial management.

“The willingness and ability of the team of professors and staff to assist us in building a relevant case study matching our business was key to our success. The presenters were truly engaged in helping to get our team to look at our business from the lens of the investors.”

MARK ESSELMAN, SENIOR VICE PRESIDENT OF GLOBAL HUMAN RESOURCES, BUCKEYE GP LLC



CRITICAL ISSUES:

AOI, Inc. is an internet infrastructure provider. Their CEO recognized that most of the managers were research Ph.D.'s and engineers. They needed to provide a comprehensive business education to their key managers.

“AOI has been working with Bauer for our management development program since 2016. Bauer is not just a supportive partner but also a professional consultant for HR Department and our management team. We will continue to work with Bauer College of Business for the next cycle of management development program.”

JOHANNA CHIANG, SPHR, DIRECTOR OF HR, EHS, FACILITY AND GENERAL ADMINISTRATION/EXECUTIVE SECRETARY TO THE PRESIDENT



CRITICAL ISSUES:

Executives from HP Inc. wanted to build an Educational Enrichment Program (EEP) for their employees to help facilitate organizational learning, primarily centered around competitive strategy and the management of change, since the company is attempting to “reinvent” itself.

“Personal transformations take place when change happens at work. The way the content was put together and integrated, was very important. It was an amazing foundation to support all of us in the class, it allowed us to support all of our colleagues at HP. It helped all of us as we transformed HP into a company for the people, for the future.”

LAURA ZARAS, BUSINESS PROGRAM MANAGER FOR IT TRANSFORMATION INITIATIVES

“I appreciated the teaching style, the way the instructor engaged the class, it was one of those things where you weren’t stepping into a classroom and just listening to someone speak. We had the opportunity to share specific scenarios and challenges we were being faced with we were able to get support and solutions in the classroom. To be able to have access to this kind of a resource when I have a busy job and home life is gold.”

SANDRA EATON, SR. GLOBAL QUALITY MANAGER

“We are extremely pleased with Executive Development and the instructor’s collaborative approach. The students collaborated on the selection of books and authors. Our curriculum was tailored and customized to our business model. The instructor used actual HP business cases and HP strategies as examples during dynamic interactions in the classroom.”

ALEX SOUZA, HP OPERATIONS



CRITICAL ISSUES:

The executives at Sinopec wanted to understand how leading companies around the world developed innovative processes and mindsets.

“We are so happy, the review is very positive. We will repeat the program.”

SHUSHAN WU, MANAGING DIRECTOR



CRITICAL ISSUES AND VISION:

The airport needed internal training for front line managers. Executive Development department and Instructional designer collaborated with the senior executives to create a curriculum that would cover the key areas the airport was interested in training.



CRITICAL ISSUES AND VISION:

Katoen Natie is a supply chain company who had experienced rapid growth in the new economy, and had both hired on and internally promoted managers from within the company. Their managers had various levels of management and leadership education and experience. They wanted to create a university to standardize the training of all their managers. The Bauer Executive Development department met with the senior executives at Katoen Natie to clarify the objectives of the program. Bauer faculty worked to create a program and an assessment process that would produce well-rounded leaders for their management team.

COURSE CATALOG

Our comprehensive course catalog offers a wide range of open enrollment programs available year-round, while also providing the flexibility to tailor courses to your organization's specific requirements through our custom program options.

EXECUTIVE MANAGEMENT & LEADERSHIP

LEADING HIGH-PERFORMANCE TEAMS

Course provides participants with key concepts and knowledge that will help them not only to understand the nature of high performance teams but also to develop and sustain them in practice.

Course material integrates research and best practice from human resources management, organizational behavior, organizational psychology, leadership science, social psychology, personality psychology, sociology, and history.

The course is designed to apply (a) knowledge of the characteristics of high performance teams (differentiating them from other types of teams and work groups) and (b) assessment methodologies to prepare the participants to position their teams to achieve and sustain high performance status in both leader and non-leader roles.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Alan Witt, Ph.D.

DATES: Fall/Spring

MINI-MBA: MANAGEMENT & LEADERSHIP

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Managing Human Resources, Executive Communications, Ethics Workshop and Leading High Performance Teams.

TUITION: \$4,995

CEUs: 3.5

FACULTY: Bauer Faculty

DATES: Fall/Spring

WOMEN IN LEADERSHIP

The program is designed — by women for women — to bring together research-based insights and professional leadership experiences of Bauer faculty and industry leaders so as to create an empowering learning experience. Sessions are highly interactive and promote open conversations and dialogue. As a result, new professional ties, friendships, and a supportive community of women leaders emerge.

TUITION: \$2,400

CEUs: 2.0

FACULTY: Vanessa Patrick, Ph.D.,
JeAnna Abbott, Ph.D., Dusya Vera,
Ph.D., Jamie Belinne

DATES: Fall/Spring

EFFECTIVE NEGOTIATIONS

This course in negotiation discusses theories, strategies, and ethics underlying negotiation and persuasion in contemporary organizations and societies. Emphasis is given to the knowledge and skills needed for effective negotiation and persuasion in a variety of business and non-business settings. The readings, lectures and case studies have been chosen for their relevance to the situations you are likely to face as a consumer and as a manager.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Jeanna Abbott, Ph.D.

DATES: Fall/Spring

PRESENTATION SKILLS TRAINING

Speaking clearly and confidently in public is a valuable and often essential leadership skill to possess. This course offers you a basic and practical background on the principles of public speaking, as well as practical experience with basic types of speeches. Participants will learn how to develop and strengthen skills in preparing and presenting public speaking presentations in a variety of situations. This is a practice-oriented class, where you will participate in on-camera exercises and be critiqued on your delivery.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Marianne Gooch

DATES: Fall/Spring

ENGAGEMENT SKILLS FOR LEADERS

This course aims on developing engagement skills in leaders for improving essential business outcomes. We first define engagement and observe engagement and disengagement behaviors. Then the students define the framework required in the work environment to induce engagement and the course concludes with assessing the team/organization and defining an action plan for developing engagement.

Through lectures, sharing experiences, and individual and group assignments the participants will develop and master the knowledge and skills to achieve the following learning objectives.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Steve Werner, Ph.D.

DATES: Fall/Spring

DEVELOPING LEADER CHARACTER

This case-based course provides a learning journey that takes a deep dive into your personal character strengths as a platform for multi-level leadership: self, others, organization and society. The course builds on research that identified the need for development of character as a key requirement of next generation leaders.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Alejandro Fernandez

DATES: Fall/Spring

OPERATIONS MANAGEMENT & IMPROVEMENT

The purpose of this class is to provide students with an understanding of the principles of operations process management and how to lead and focus change efforts to improve performance. The class is based on the experiential learning of running and improving a simulated operations process.

Through 4 rounds of running the process, students learn to understand the current state, identify opportunities, develop improvement solutions, and test their approaches. Students are exposed to operational concepts such as balancing capacity and demand, gaining and embedding the Voice of the Customer, quality management, and maintaining delivery performance.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Ian Wedgwood, Ph.D.

DATES: Fall/Spring

EXECUTION & ACCOUNTABILITY

The purpose of this class is to provide students with an understanding of the principles of management systems and how to lead and focus change efforts to improve performance and meet strategic goals.

The class will begin at the process level, introducing the concepts of process management and sustainable operations; and identifying performance improvement opportunity; and then work upwards connecting to the relevant change infrastructure at the department and organizational levels. With this understanding, students will be able to connect strategic goals down to the foundational (process) level of the business and be able to identify relevant change efforts to meet them. Elements of the class are discussion-based and require students to investigate their own company before class.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Ian Wedgwood, Ph.D.

DATES: Fall/Spring

HUMAN RESOURCES

HUMAN RESOURCES FOR ENERGY SECTOR LEADERS

This multi-disciplinary seminar builds on frameworks from human resources and strategic management with an emphasis on how firms effectively manage people and organizations in the energy industry, and position themselves as leaders in today's dynamic landscape.

Participants will gain a toolset of frameworks and pragmatic examples that will prepare them to (a) examine what can or should be done to make people both more productive and more satisfied with their working life, and (b) think and act strategically, and achieve competitive advantage.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Steve Werner, Ph.D.

DATES: Fall/Spring

EMPLOYEE RETENTION IN TURBULENT TIMES

Employee retention is more important and more difficult now than ever before. This course helps managers and organizations improve their retention practices, policies, and outcomes. Topics include types and metrics of retention and turnover; factors that drive retention and turnover; and best practices to increase retention.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Steve Werner, Ph.D.

DATES: Fall/Spring

MANAGING HUMAN RESOURCES

This workshop focuses on familiarizing managers with the key human resource management decisions in organizations. The workshop looks at a number of functional HR areas including staffing, training and development, performance management, and compensation and benefits. The workshop covers key employment laws which all managers should be familiar with.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Steve Werner, Ph.D.

DATES: Fall/Spring

MINI-MBA: HUMAN RESOURCE MANAGEMENT

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Development and Training, Staffing and Onboarding, Human Resource Strategy and Compensation.

TUITION: \$4,995

FACULTY: Bauer Faculty

DATES: Fall/Spring

MANAGING A REMOTE WORKFORCE

This 2-day workshop consists of four courses designed to enhance your understanding of remote workforce management. The four courses cover topics such as Maximizing Team and Organization Effectiveness, Leadership, Performance Management, and Employee Well-Being.

TUITION: \$2,800

CEUs: 1.6

FACULTY: Steve Werner, Ph.D.,
Marina Sebastijanoivc, Ph.D.

DATES: Fall/Spring

MULTI-GENERATIONAL COMMUNICATION

This course will discuss how and why the younger generations are different, with specific tips to maximize productivity and retention and to value the differences younger workers bring.

Participants will learn to (a) Coach and lead younger workers more effectively, (b) Approach communication and feedback more productively, and (c) Evaluate the work of young employees more accurately.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Jamie Belinne

DATES: Fall/Spring

FINANCE & ACCOUNTING

FINANCIAL MANAGEMENT FOR NON-FINANCIAL MANAGERS

This one-day module covers the basic concepts of financial accounting and management that are essential for the efficient operation of any business. The day is split between morning and afternoon modules. The morning module covers basic financial accounting topics and the afternoon module builds on these to cover financial management skills.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Michael Newman

DATES: Fall/Spring

MINI-MBA: FINANCE

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Capital Markets, Energy Finance and Risk Management, Personal Financial Planning, and Mergers and Acquisitions.

TUITION: \$4,995

CEUs: 3.5

FACULTY: Bauer Faculty

DATES: Fall/Spring

INTRODUCTION TO FINANCIAL ACCOUNTING

Accounting is the language of business, and financial accounting is the scorecard markets use to evaluate who is winning and losing. Rather than teach you how to become accountants, this course will teach you how to become intelligent consumers of financial information.

The course is constructed around three competencies: 1) understanding the presentation and elements of financial statements; 2) learning tools for evaluating the performance and financial health of companies; and 3) appreciating managerial incentives and the nature of accounting choices, including how they affect financial reporting. By the end of this course, you will be prepared to pick up a set of financial statements and read them with confidence.

TUITION: \$1,420

CEUs: 0.8

FACULTY: Steve Crawford, Ph.D.

DATES: Fall/Spring

MARKETING

DIGITAL MARKETING CERTIFICATE

In the Digital Marketing certificate program, participants will gain expertise in the following areas through a series of five courses:

- > Search Engine Optimization
- > Search Engine Advertising
- > Content Marketing
- > Web Analytics
- > Social Media Marketing

Each of these courses is also available individually.

TUITION: \$4,950

CEUs: 3.2

FACULTY: William Zahn, Ph.D.,
Danny Gavin

DATES: Fall/Spring

MINI-MBA: DIGITAL MARKETING

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Foundations of Digital Marketing along with a Workshop in Digital Marketing.

TUITION: \$4,995

CEUs: 3.5

FACULTY: Bauer Faculty

DATES: Fall/Spring



HEALTHCARE LEADERSHIP

CLINICAL RESEARCH FINANCE

The purpose of this program is to prepare individuals for employment in the field of clinical research finance. Currently, there are resources available for healthcare and research administration professionals that cover limited aspects of clinical research finance. There isn't, however, comprehensive educational sessions for professionals seeking to understand the financial aspects of clinical research.

This program combines multiple sources of regulations and operational approaches melded together to provide the most relevant, and current information on the financial administration of clinical research studies.

TUITION: \$1,595

FACULTY: Mary Veazie

DATES: Fall/Spring

EMERGING HEALTH CARE LEADERSHIP: ESSENTIAL BUSINESS KNOWLEDGE AND SKILLS

This six-day certificate course is for clinical and non-clinical individuals wanting a better understanding of the challenges facing healthcare and the business skills required to excel as new healthcare leaders. The course covers various aspects of healthcare, including challenges, leadership, quality improvement, cost management, ethical considerations, operations, and healthcare strategy.

TUITION: \$3,500

CEUs: 4.8

FACULTY: Edward Kroger, Ph.D.

DATES: Fall/Spring

MINI-MBA: HEALTHCARE

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Healthcare Quality, Challenges and Value, Cost, Law and Policy, Innovation, and Strategy.

TUITION: \$4,995

CEUs: 3.5

FACULTY: Bauer Faculty

DATES: Fall/Spring

DEVELOPING A PHILOSOPHY OF LEADERSHIP AND QUALITY

The leadership journey requires every person to begin thinking about how they want to lead and what they want to accomplish as a leader. A philosophy of leadership.

In the morning session, we will begin with a discussion of Leadership of Self. If you cannot lead yourself, you cannot lead others. We will then focus on Leadership of Teams.

In the afternoon we will focus on the idea of Quality in healthcare, including what quality is, how to measure it, and tools a leader can use to improve quality in his or her organization.

TUITION: \$1,420

CEUS: 0.8

FACULTY: Edward Kroger, Ph.D.

DATES: Fall/Spring



DATA ANALYTICS

DATA ANALYTICS FOR DECISION-MAKING AND PROBLEM-SOLVING FOR EXECUTIVES AND MANAGERS

Now more than ever from baseball to politics and from supply chain to marketing, data analytics is helping decision makers understand information can be used to design and deploy superior strategies that produce superior results. Managers and leaders from all levels of the organization need to understand how to define the challenges they face and how to employ analytics to address those challenges.

This course will help you apply analytical business strategy by putting data analytics to valuable use inside of your company creating a solid base of knowledge which will allow you to go out and solve real world business problems.

TUITION: \$2,800

CEUs: 1.6

FACULTY: Norman Johnson, Ph.D.

DATES: Fall/Spring

MINI-MBA: DATA ANALYTICS

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. This specialization focuses on Overview and Description Analytics, Casual Analytics, Prescriptive Analytics and Predictive Analytics.

TUITION: \$4,995

CEUs: 3.5

FACULTY: Bauer Faculty

DATES: Fall/Spring

THE BAUER MINI MBA

READY TO LEAD IN ONE WEEK

TUITION: \$4,995

CEUs: 3.5

DATES: Fall/Spring

The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe.

In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline. Whether you need to be more effective in your current role, or you're looking for a credential to stand out from the crowd, the Mini-MBA is executive development designed to give you just what is needed to lead in one week.

ABOUT THE PROGRAM:

- A student who has successfully passed the certification assessment will receive a scholarship of up to \$5,000 toward our Executive MBA degree. (*Note: Rules and restrictions do apply, including, but not limited to, the need to pass a final assessment and/or final project with a B- or higher. Please contact bee@bauer.uh.edu for complete eligibility requirements.)
- The first 3 days of the Mini-MBA are comprised of core classes to give you an overview of general fields in the business world. For the last 2 days, you will take classes related to the specialization you are interested in. Core classes will be taken together then you will split into your chosen specialization group.
- 35 hours of instruction from Monday to Friday with each session being 3.5 hours, one in the morning and afternoon.
- Students will receive a Bauer Mini-MBA certificate upon completion along with 3.5 Continuing Education Units (CEUs).
- Although the Mini-MBA is not a regular graduate degree from the University of Houston, it prepares you as a student and gives you a glimpse into the Bauer Executive MBA program.

SPECIALIZATIONS OFFERED IN:

- Artificial Intelligence
- Data Analytics
- Digital Marketing
- Finance
- Healthcare
- Human Resource Management
- Management & Leadership
- Supply Chain Management

GET IN TOUCH

For questions regarding
Custom Programs, please
contact Cheryl Baldwin, Ph.D.
or Shanice Smith:

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For questions regarding
Open Enrollment or
Comprehensive Leadership
courses, please contact
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**THE FUTURE
IS OUR BUSINESS™**



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