



BAUER MINI-MBA

READY TO LEAD IN ONE WEEK



Office of Executive Development
C. T. Bauer College of Business

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.

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.

Specializations include:

- **ARTIFICIAL INTELLIGENCE**
- **DATA ANALYTICS**
- **DIGITAL MARKETING**
- **ENERGY TRANSITION**
- **FINANCE**
- **HEALTHCARE**
- **HUMAN RESOURCE MANAGEMENT**
- **MANAGEMENT & LEADERSHIP**
- **SUPPLY CHAIN MANAGEMENT**

ABOUT THE PROGRAM

- **5-DAY PROGRAM:** Includes 3 core classes and 2 specialization classes.
- **PROGRAM FEE:** The fee for the program is \$4,995, and special rates are available for organizations sending multiple employees.
- **PROGRAM LOCATION:** In-person classes held at the University of Houston Main Campus, utilizing the same classrooms as our Executive MBA programs.
- **SCHOLARSHIP OPPORTUNITY:** Pass the assessment for up to \$5,000 towards our Executive MBA.
- **INTENSIVE INSTRUCTION:** 35 hours of learning, Monday to Friday
- **CERTIFICATE:** Earn a Bauer Mini-MBA certificate and 3.5 CEUs.
- **EXECUTIVE MBA PREVIEW:** The Bauer Mini-MBA provides glimpse into our Executive MBA program.

PROGRAM SCHEDULE

DAY 1

8:30 - 9:00 A.M. Welcome & Introductions

9:00 A.M. - 12:30 P.M. Foundations of Accounting

1:30 - 5:00 P.M. Foundations of Strategic Management

DAY 2

9:00 A.M. - 12:30 P.M. Foundations of Supply Chain Management

12:30 - 5:00 P.M. Foundations of Finance

DAY 3

9:00 A.M. - 12:30 P.M. Foundations of Marketing

12:30 - 5:00 P.M. Foundations of Management Information Systems

DAY 4

9:00 A.M. - 12:30 P.M. Specialization Morning Session

12:30 - 5:00 P.M. Specialization Afternoon Session

DAY 5

9:00 A.M. - 12:30 P.M. Specialization Morning Session

12:30 - 5:00 P.M. Specialization Afternoon Session

5:00 - 5:30 P.M. Certificate Ceremony

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals in order to work more effectively with senior management or transition into management roles.
- Individuals considering a graduate degree and interested in obtaining an overview of MBA fundamentals.

WHAT WILL YOU GAIN?

- Comprehensive understanding of key business concepts.
- A framework for making better strategic business decisions.
- Increased ability to think critically and act strategically.
- Enhanced confidence in your ability to speak up in meetings.
- Access to a high-value professional network.



MINI-MBA TESTIMONIALS

ERICA CHRETIEN

APACHE CORPORATION, HR SENIOR MANAGER, OD

MINI-MBA IN MANAGEMENT & LEADERSHIP

- “ This experience was a dynamic learning experience with experienced faculty and a diverse cohort. The program covered essential business topics including finance, marketing, strategy and leadership which gave me a well-rounded understanding of the business world. The interactive nature of the program encouraged networking and collaboration which allowed me to learn from my peers and build valuable professional connections. Overall, the experience was enriching and empowering, equipping me with valuable skills and knowledge to excel in my career.
- ”

MARTINE SNYDER

PFS GROUP, CCO @ HEAD OF INNOVATION

MINI-MBA IN DATA ANALYTICS

- “ It was an incredibly enriching experience that exceeded all my expectations. The program was well-structured, and the instructors were top-notch, bringing a wealth of industry knowledge and real-life examples to the classroom. The hands-on exercises and case studies allowed me to apply what I learned and see different applications of data and analytics at my company. I am now equipped with a deeper understanding of the role of data in decision-making. I highly recommend the program to anyone looking to enhance their business acumen and develop their data and analytics skills.
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HAVE QUESTIONS?

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