

THE UNIVERSITY OF HOUSTON C.T. BAUER COLLEGE OF BUSINESS

OFFICE OF EXECUTIVE EDUCATION

2026 COURSE CATALOG



C. T. BAUER COLLEGE OF BUSINESS EXECUTIVE EDUCATION

4250 Martin Luther King Blvd, Room 350

Houston, Texas 77204-6021

(713) 743-4702 | bauer.uh.edu/executive-development



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



EZEKIEL W. CULLEN
BUILDING

UH

Welcome to University of Houston's Office of *Executive Education*

At the C. T. Bauer College of Business, we partner with organizations to design and deliver executive education solutions that address real business challenges and support strategic priorities. We understand the pace, complexity, and competitive pressures facing today's organizations, and the need for learning experiences that drive measurable impact, not just participation.

Bauer Executive Education offers both open-enrollment certificate programs and fully customized, research-based courses and workshops. Programs are developed in close collaboration with client organizations to ensure alignment with business goals, workforce strategy, and leadership competencies. Our approach combines academic rigor with practical application, enabling participants to immediately apply new skills and insights on the job.

Our flexible delivery models, on-site, virtual, or hybrid, are designed to minimize operational disruption while maximizing learning impact. Programs are structured for working professionals and organizations seeking targeted, short-term development in areas such as leadership and management development, organizational effectiveness, change leadership, and emerging business challenges.

Located in one of the nation's most dynamic business ecosystems, Bauer maintains strong connections with Houston's corporate and industry leaders. These relationships inform our curriculum and ensure relevance, context, and real-world applicability. Our faculty are nationally and internationally recognized scholars and practitioners with deep experience partnering with organizations to solve complex business problems.

Bauer Executive Education programs are designed to strengthen leadership pipelines, accelerate talent development, and support sustainable organizational change.

We look forward to partnering with you to design and deliver learning solutions that advance your people, your strategy, and your bottom line.



Cheryl Baldwin, Ph.D.
Associate Dean, Professor of Practice
University of Houston, C. T. Bauer College of Business
Office of Executive Education

TABLE OF CONTENTS

ABOUT US	07
COURSE OFFERINGS	12
THE BAUER MINI-MBA	13
Program Overview	14
Core Courses	15
Specializations	16
EXECUTIVE MANAGEMENT & LEADERSHIP	19
Business Communication and Artificial Intelligence	20
Constructive Conversations	21
Developing Leader Character	22
Effective Negotiations	23
Empathy: A Key to Stronger Connections and Better Leadership	24
Engagement for Leaders	25
Ethical Leadership and Stakeholder Strategy	26
Excellence Through Accountability	27
From Management to Leadership	28
Leadership and Change Management	29
Leadership Development for Managers	30
Leading Change for Healthcare Professionals	31
Leading High-Performance Teams	32
Mediation and Conflict Resolution	33
Mini-MBA in Management & Leadership	34
Operations Management & Improvement	35
Performance and Execution Through Accountability	36
Presentation Skills Training	37
Strategy & Execution	38
Sustainability Leadership: People, Planet & Profits	39
Trust & Credibility	40
Women in Leadership	41
HUMAN RESOURCES	43
Employee Retention in Turbulent Times	44
Human Resources for Energy Sector Leaders	45
Human Resources for Non-Human Resource Professionals	46
Managing Human Resources	47
Managing a Remote Workforce	48
Mini-MBA in Human Resource Management	49
Multi-Generational Communication	50
Talent Management for Non-Human Resource Professionals	51
FINANCE & ACCOUNTING	53
Basic Oil & Gas Accounting	54
Financial Accounting 101 for Non-Accounting Managers in Healthcare	55

TABLE OF CONTENTS

Financial Management for Non-Financial Managers	56
Oil and Gas Tax Basics	57

MARKETING

Content Marketing	60
Digital Marketing Certificate	61
Generative Engine Optimization	62
How AI is Changing Your Customer	63
Mini-MBA in Digital Marketing	64
Search Engine Advertising	65
Search Engine Optimization	66
Social Media Marketing	67
Technology Commercialization	68
Web Analytics	69
Winning Marketing Strategies Using Generative AI	70

ARTIFICIAL INTELLIGENCE

Artificial Intelligence: Business Applications & Best Practices	72
Business Communication and Artificial Intelligence	73
Generative Engine Optimization	74
How AI is Changing Your Customer	75
Mini-MBA in Artificial Intelligence	76
Winning Marketing Strategies Using Generative AI	77

DATA ANALYTICS

Data Analytics for Decision-Making and Problem-Solving for Executives and Managers	80
Mini-MBA in Data Analytics	81

HEALTHCARE LEADERSHIP

Clinical Research Finance	84
Financial Accounting 101 for Non-Accounting Managers in Healthcare	85
Leading Change for Healthcare Professionals	86
Transparency in Healthcare	87

ENERGY


Energy Transition (2-Day Certificate)	90
Human Resources for Energy Sector Leaders	91
Mini-MBA in Energy Transition	92

SUPPLY CHAIN MANAGEMENT

Foundations of Supply Chain Management	94
Mini-MBA in Supply Chain Management	95

FAQs

GET IN TOUCH



“I am impressed by extremely well-organized classes with top-quality professors, each of whom provided very engaging courses. I feel that I have gained knowledge that I can apply immediately and create value for the company.”

Ajaya Dhakal
SLB

Our world-class faculty uses the latest research and practical experience to create a dynamic learning experience for executives.

Bauer Executive Education

KNOWLEDGE FOR THE REAL WORLD

Our Executive Education programs are designed to enhance the capabilities and competencies of executives. We offer both certificate and customized, research-based courses and workshops designed in collaboration with our client companies. These flexible programs are designed to help working professionals like you receive short-term training in areas relevant to your career.

➤ *Custom Programs*

WHERE STRATEGY MEETS WORLD-CLASS LEARNING

We design fully customized learning solutions aligned to your organization's strategic priorities, business challenges, and long-term objectives. Working closely with your leadership team, we partner with you to clarify learning goals, performance outcomes, and success metrics. Our expert faculty and practitioner-scholars then deliver targeted, high-impact learning experiences that build critical capabilities, expand strategic thinking, and strengthen leadership effectiveness in today's competitive marketplace.

Whether you are launching a new business model, navigating organizational change, accelerating leadership readiness, or strengthening your talent pipeline, our focused custom programs provide deep, practical exploration of the issues that matter most to your organization, helping you align people, strategy, and execution for measurable results.

➤ *Open Enrollment*

EXCELLENCE THAT MAKES AN IMMEDIATE IMPACT

Our open enrollment certificate programs are designed and instructed by distinguished Bauer faculty members, recognized as industry experts in their respective fields. These programs have well-defined learning objectives, assessments, and intellectual rigor designed to equip participants with the knowledge and skills necessary to excel as leaders in their careers. For every 10 hours of instruction completed in our certificate programs, participants will earn one CEU.

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.

➤ *The Bauer Mini-MBA*

READY TO LEAD IN ONE WEEK

Our flagship program, 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.

Customizing Your Program

Bauer Executive Education specializes in creating tailored training programs that meet the unique needs of your organization. Our faculty collaborates with key stakeholders in your organization to design a curriculum that equips your team members with the knowledge needed to become successful leaders. We start by identifying your educational objectives and then craft targeted coursework that enhances the essential skills participants need to thrive in their careers. The result is a workforce that can think strategically and act empathetically, strengthening your business and providing lasting skills for the future.

EXECUTIVE EDUCATION PARTNERS WITH YOU TO DESIGN A CUSTOMIZED PROGRAM

- First, we will meet with you to discuss specific learning objectives and identify the levels of the organization's 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 the class content.
- 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 needed.
- 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.



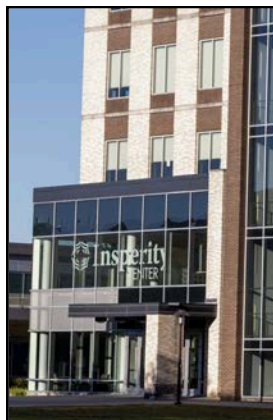
LEARN MORE



bauer.uh.edu/exec

Our Corporate Partners

Bauer Executive Education collaborates with partners across diverse industries and around the globe to empower their leaders and drive organizational success. Together, we cultivate innovative strategies and foster growth in today's dynamic business world. Hear directly from our partners about their transformative experiences with our programs.



"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 of INSPERITY



"The Leadership Development program was a great refresher of important leadership skills. My MBA program covered all of the same ground, but it's always good to keep the skills fresh. I would absolutely recommend the class to others in the organization."

ROBERT REUM
Sr. Director of Sales Application Development



"The University of Houston Mini-MBA really empowers leaders by teaching them about second and third-order effects, where the decision you make today can affect things longer-term and further down the road.

The Army has decided to invest heavily in the civilian workforce, and this just underscores it by sending us to a top-notch school. If you don't invest in yourself, you're never going to grow. It's an excellent opportunity to get quality education and grow your role at the same time."

PHILLIP ALCORN
Director, Army Cyber Technology and Innovation Center - U.S. Army (Civilian)





“The Bauer Mini MBA program has enriched me in my professional journey through a thoughtful journey of self-reflection coupled with fresh insights into current business practices. The program is supported by professors and faculty who bring real-world knowledge and insights to the course content, and the design of each course ensured that each hour invested provided value to me as a learner. It was a great experience which I would highly recommend to others.”

LEONARD NELSON
Director of Leadership



“As an HR Professional, I greatly appreciated the topic that we covered and the practical activities that we engaged in throughout the day. Practicing various scenarios is very helpful for leaders to practice difficult conversations. I have greatly appreciated being a part of this cohort and am looking forward to the remaining sessions.”

“I am appreciative of DHR for providing this course; it has enlightened my understanding of being a leader and what I need to improve. It has also enhanced my self-awareness in aspects I can improve on.”

LEADERSHIP DEVELOPMENT PROGRAM PARTICIPANTS



More of our partners...



Our Participants

Bauer Executive Education welcomes professionals from around the world who seek to sharpen their leadership capabilities and accelerate their careers. Through our open enrollment programs, participants gain practical insights, powerful connections, and transformative learning experiences. Hear directly from our participants about the impact these programs have had on their professional growth.



MELISSA TORRES, Content Marketing Manager, Visa Inc.
Mini-MBA in Artificial Intelligence

“The Mini-MBA is a game changer for executives ready to take their skillset to the next level with a succinct and impactful week-long course. The professors are engaging and focus on the latest trends in business, ensuring that you’re learning real-life examples from the current market and how to bring value back to your organization, regardless of your role. I’d highly recommend this program and each of its specialization opportunities.”



Scan the QR code to hear more
from Melissa

www.youtube.com/watch?v=7NG5A8Mu0ow



ROGER BARRERA, Payroll Supervisor, AES Drilling Fluids, LLC.
Presentation Skills Training

“Today, we got to all come together as a group to experience this opportunity to expand on and be more comfortable with our public speaking skills. I think it was an awesome opportunity to learn presentation skills, how we can better improve on it, and take some pointers back to our company and for ourselves.”



Scan the QR code to hear more
from AES Drilling Fluids, LLC.

www.youtube.com/watch?v=7NG5A8Mu0ow



STEVEN KILGORE, U.S. Army (Civilian), Strategic Transformation & Change
Mini-MBA in Management & Leadership

“This has particularly benefited me as it’s been a long time since I’ve sat in an academic classroom of this caliber and learned these kind of topics. I’ve learned so many things that I’m going to be able to take back and apply directly to my job, and to help drive change across the enterprise.”



Scan the QR code to hear more
from Steven Kilgore

www.youtube.com/watch?v=-NuER_I_M8o



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

The Bauer Executive Education Difference

NATIONALLY RANKED. REAL RESULTS.

#25

PROFESSIONAL MBA PROGRAM

U.S. News & World Report, 2025
Top-ranked academic excellence, reflecting faculty quality and academic rigor.

90%+

PARTICIPANT SATISFACTION RATE

Programs consistently rated as engaging, relevant, and immediately applicable.

80%

RETURNING CUSTOM CLIENTS

Organizations come back to deepen impact and expand leadership capability.

2k+

EXECUTIVES EDUCATED GLOBALLY

Senior leaders and rising executives from organizations across industries and regions.

THE BAUER MINI-MBA PROGRAM

THE BAUER MINI MBA: *LEADERSHIP IN THE FAST-LANE*

*Ready to Lead in
One Week*

DOWNLOAD BROCHURE



The Bauer Mini-MBA Program

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.

SPECIALIZATIONS OFFERED

- Artificial Intelligence
- Energy Transition
- Supply Chain Management
- Data Analytics
- Human Resource Management
- Digital Marketing
- Management & Leadership

ABOUT THE PROGRAM

- **5-Day Program:** Includes three days of core classes and two days of specialization classes.
- **Scholarship Opportunity:** Pass the optional assessment for up to \$5,000 towards our Executive MBA.
- **Intensive Instruction:** 35 hours of learning, Monday to Friday.
- **Certificate & Digital Badge:** Earn a Bauer Mini-MBA certificate, micro-credential, and 3.5 CEUs.
- **Executive MBA Preview:** The Bauer Mini-MBA provides a glimpse into our Executive MBA program.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Individuals considering a graduate degree and interested in obtaining an overview of MBA fundamentals.

- Non-business majors wanting to understand business fundamentals in order to work more effectively with senior management or transition into management roles.

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.

FACULTY

Bauer Faculty

TUITION & DATES

Spring & Fall
Five-Days: \$4,995

LOCATION

UH Campus

LEARN MORE



bauer.uh.edu/exec



Mini-MBA Core Courses

FOUNDATIONS OF ACCOUNTING

Chad Larson, Ph.D., Associate Professor

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.

FOUNDATIONS OF STRATEGIC MANAGEMENT

Barbara Carlin, Ph.D., Instructional Associate Professor

The purpose of this class is to provide students with a holistic view of the role of leaders in organizations and the factors that determine effective leadership, and also to enhance students' competence in strategy formulation. Frameworks of leadership and strategy formulation will be introduced and applied using the student's own organization.

FOUNDATIONS OF SUPPLY CHAIN MANAGEMENT

Funda Sahin, Ph.D., Associate Professor

This session provides you with an overview of supply chain management and its strategic role in firm performance. The session will allow you to assess the alignment of a firm's supply chain strategy with its overall corporate strategy, learn about technological advancements and best practices supporting the supply chain's strategic role, and be able to more effectively contribute to discussions about the role of supply chain management within your company.

FOUNDATIONS OF FINANCE

Tom George, Ph.D., Professor and Director of the AIM Center for Investment Management

Business decisions are multi-dimensional, and the important ones have a significant financial dimension. This course provides Mini-MBA students with an understanding of how to evaluate the financial aspects of decisions. Through discussion and practice with examples, participants will gain experience with the following ideas that are fundamental to financial decision-making.

FOUNDATIONS OF MARKETING

Vanessa Patrick-Ralhan, Ph.D., Professor and Associate Dean of Research

This class will serve as your passport to the world of strategic marketing. You will gain an understanding of consumer markets, based on cutting-edge research and insights into human behavior. Using real-world examples, you will learn the essential tools and concepts to understand and develop an effective marketing strategy and make sense of complex real-world business situations.

FOUNDATIONS OF MANAGEMENT INFORMATION SYSTEMS

Leiser Silva, Ph.D., Associate Dean of Graduate and Professional Programs

The objective of this course is to introduce students to managing information systems and information technologies with the purpose of enhancing and changing business processes, improving and supporting decision-making, and obtaining a competitive advantage. The course concentrates on Information Technologies as a platform for businesses, e-commerce, social networks, big data, and enterprise systems.

Mini-MBA Specializations

ARTIFICIAL INTELLIGENCE (AI)

Norman Johnson, Ph.D., *Bauer Professor of Business Analytics*

Ravi Aron, Ph.D., *Professor and Healthcare Strategy & Technology and Research Director, Healthcare Business Institute*

This specialization focuses on the application of artificial intelligence (AI) in business contexts. Participants will gain insights into AI-driven decision-making, language learning models, and their practical applications in various industries. Topics may include predictive analytics, machine learning, computer vision, and AI-driven decision-making processes. Courses include:

- Overview and AI-Driven Decision Making
- AI Business Application
- How Can Language Learning Model (e.g., ChatGPT) Create Value in Organization
- AI Best Practices

DATA ANALYTICS

Briceon Wiley, Ph.D., *Professor of Practice*

This specialization delves into the realm of data analytics, covering techniques and tools used to analyze and interpret large datasets for strategic decision-making. Participants will learn about data mining, data visualization, statistical analysis, and predictive modeling, with a focus on extracting actionable insights to drive business growth and innovation. Courses include:

- Overview and Descriptive Analytics
- Predictive Analytics
- Inferential Analytics
- Prescriptive Analytics

DIGITAL MARKETING

William Zahn, Ph.D., *Senior Professor of Practice*

This specialization explores the dynamic world of digital marketing, focusing on strategies and tactics for effectively reaching and engaging target audiences online. Participants will learn about topics such as digital marketing strategy, content marketing, social media marketing, search engine optimization (SEO), and analytics tools to measure campaign performance and optimize marketing efforts. Participants will also gain hands-on experience during the course. Courses include:

- Foundations of Digital Marketing
- Workshop in Digital Marketing

ENERGY TRANSITION

Greg Bean, *Executive Director of the Gutierrez Energy Management Institute*

The specialization is designed to introduce students to the significant changes to global energy and related industries resulting from the transition to a low-carbon energy world. Topics include the current global energy system and the drivers and challenges of the energy transition, scenarios for evolution to a low-carbon energy world, new energy value chains and investment requirements, and implications of the transition on the energy industry and other industries. Courses include:

- The Current Global Energy System and the Drivers and Challenges of the Energy Transition
- New Energy Value Chains and Investment Requirements
- Scenarios for Evolution to a Low-Carbon Energy World
- Implications of the Transition on the Energy Industry and Other Industries

Mini-MBA Specializations (con't)

For the final 2 days, participants will take classes related to the specialization they are interested in.

HUMAN RESOURCE MANAGEMENT

Alejandro (Alex) Fernandez, *Professor and Director of the Inclusive Leadership Institute*

Steve Werner, Ph.D., *JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department*

This specialization explores the strategic role of human resource management (HRM) in driving organizational success. Participants will learn about HRM functions such as strategy, training and development, performance management, compensation, and organizational development. Courses include:

- Development and Training
- Staffing and Onboarding
- Human Resource Strategy
- Compensation

MANAGEMENT & LEADERSHIP

Steve Werner, Ph.D., *JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department*

Kenneth A. Haseley, MBA, *Adjunct Faculty*

Barbara Carlin, Ph.D., *Instructional Associate Professor*

Alan Witt, Ph.D., *Professor of Management & Leadership, Public Policy, and Psychology*

This specialization equips participants with essential management and leadership skills necessary to lead teams and organizations effectively. Topics may include managing human resources, presentation and communication skills, ethical systems and problems, and effectively leading high-performance teams. Courses include:

- Management Human Resources
- Executive Communications
- Ethics Workshop
- Leading High-Performance Teams

SUPPLY CHAIN MANAGEMENT

Funda Sahin, Ph.D., *Associate Professor of Supply Chain Management*

This specialization focuses on the end-to-end management of supply chains, including procurement, logistics, inventory management, and distribution. Participants will learn about supply chain optimization, supplier relationship management, demand forecasting, and sustainable supply chain practices. Courses include:

- Demand and Supply Integration
- Logistics Management
- Process and Quality Management
- SCM Strategy



“This experience has significantly contributed to my development as a manager and will support both my personal growth and my ability to contribute to the organization.”

Paul Pereda
Yokogawa Corporation



EXECUTIVE MANAGEMENT & LEADERSHIP



DOWNLOAD BROCHURE



isu.pub/4bxSDpA

Business Communication and Artificial Intelligence (AI)

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

Business Communication and Artificial Intelligence (AI) is an innovative course designed to prepare professionals for the future of communication in the digital age. This course bridges traditional business communication practices with the transformative power of AI, providing participants with the tools and techniques to enhance clarity, efficiency, and effectiveness in professional interactions. Through practical exercises and real-world examples, participants will explore AI-driven communication platforms, strategies for leveraging AI in decision-making, and methods for maintaining authenticity and empathy in technology-assisted communication.

WHO SHOULD ATTEND?

This course is ideal for business professionals, team leaders, managers, and entrepreneurs who seek to enhance their communication skills while integrating AI technologies into their workflows. It is also suitable for anyone interested in understanding how AI is reshaping communication in the modern workplace.

LEARNING OBJECTIVES

- **Understand AI's Role in Business Communication:** Explore how AI technologies influence professional communication, from email to presentations and virtual meetings.
- **Leverage AI Tools:** Learn to use AI-driven tools such as chatbots, language models, and predictive analytics to streamline communication processes.
- **Enhance Decision-Making:** Develop skills to interpret and communicate data insights effectively with the support of AI.
- **Maintain Authenticity and Empathy:** Learn techniques to ensure human connection and authenticity in AI-assisted communication.
- **Optimize Collaboration:** Discover strategies for using AI to improve team collaboration and productivity.
- **Develop AI-Driven Communication Strategies:** Design communication plans that integrate AI while aligning with organizational goals.

- **Navigate Ethical Considerations:** Understand the ethical and privacy implications of using AI in communication and how to address them responsibly.
- **Future-Proof Communication Skills:** Stay ahead by adopting emerging AI trends and technologies in the field of business communication.

FACULTY

Cate Wengelnik, Ph.D.
Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

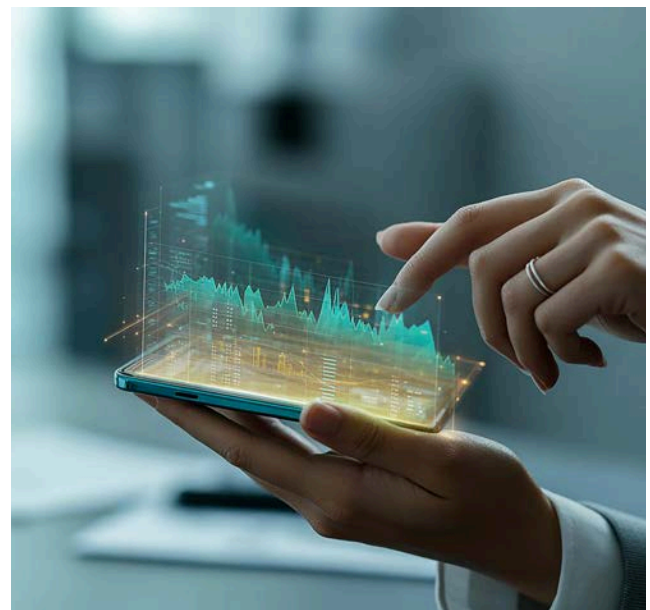
LOCATION

UH Campus

LEARN MORE



bauer.uh.edu/exec



Constructive Conversations

Pioneering leaders know how to engage and inspire others, how to create the right team, and develop the right organizational culture. Additionally, pioneering leaders know that effective communication is the key to influencing, inspiring, and informing others. These best-in-class leaders know that developing an action plan for change is the first step for unlocking their potential for superior results.

WHO SHOULD ATTEND?

This course is designed for aspiring and current leaders who want to enhance their communication skills to effectively engage and inspire their teams. It is ideal for managers, team leaders, executives, and professionals aiming to create a positive organizational culture and drive change through impactful communication.

LEARNING OBJECTIVES

- Learn how to communicate more effectively to influence and inspire your team and colleagues.
- Gain insights into creating the right team dynamics and fostering a positive organizational culture.
- Develop a strategic action plan to initiate and manage change within your organization.
- Discover techniques to engage and motivate your team, leading to better collaboration and productivity.
- Strengthen your ability to influence others and drive results through effective communication and leadership strategies.

FACULTY

Marianne Gooch, MBA
Founder and President of DynaComm LLC

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Developing Leader Character (2-Days)

This course focuses on an element of leadership that has largely been neglected in leadership development: character. Although character is often thought of as a subjective construct, this course argues otherwise. We will discuss the concrete behaviors associated with eleven character dimensions—accountability, drive, collaboration, courage, justice, temperance, humility, humanity, integrity, transcendence, and judgment—and illustrate how these behaviors can be developed, how character can be strengthened, and how this leads to improved decision-making and judgment.

WHO SHOULD ATTEND?

- Current leaders looking to strengthen their decision-making processes in their roles.
- Aspiring leaders looking to enhance their leadership skills to assume leadership roles.
- Individuals who want to explore their personal character strengths and develop their leadership skills.

LEARNING OBJECTIVES

- Understand and appreciate the importance of leadership character in business.
- Identify the Dimensions and Behaviors of a Leader's Character.
- Describe how to strengthen a leader's character individually and in the organization.
- Compare the differences between character and personality.

FACULTY

Alejandro (Alex) Fernandez, MS

Professor of Practice and Director of the Inclusive Leadership Institute

TUITION & DATES

Spring & Fall

Two-Day: \$2,800

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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.

WHO SHOULD ATTEND?

This course is ideal for professionals seeking to enhance their negotiation skills and apply them in both business and non-business contexts. It is designed for managers, team leaders, sales professionals, and anyone involved in negotiations or decision-making processes. Whether you're a seasoned negotiator or new to the field, this course will equip you with the necessary tools to navigate complex negotiation scenarios effectively.

LEARNING OBJECTIVES

- Gain a deeper understanding of negotiation theories and strategies, enabling you to approach negotiations with greater confidence and effectiveness.
- Learn about the ethical considerations involved in negotiation and persuasion, ensuring that your negotiation tactics align with professional and societal standards.
- Engage with relevant case studies and real-world scenarios that will prepare you to handle negotiations as a consumer and as a manager.
- Develop the ability to communicate persuasively and clearly, a crucial skill in achieving successful negotiation outcomes.
- Acquire skills applicable in a wide range of settings, from corporate environments to personal negotiations, enhancing your overall professional and personal effectiveness.

FACULTY

Marina Sebastijanović, Ph.D.
Instructional Associate Professor
Faculty Director of the MS in Management & Leadership Program

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Empathy: A Key to Stronger Connections and Better Leadership

In today's fast-paced, high-pressure workplace, leaders and teams often struggle to slow down, truly listen, and connect with one another. Empathy—the ability to understand and respond to the emotions and perspectives of others—is one of the most powerful skills a leader can cultivate. It drives trust, deepens collaboration, improves decision-making, and strengthens organizational culture. Yet empathy can be difficult to put into practice, especially when time constraints, stress, bias, and competing priorities get in the way.

This one-day seminar provides leaders and professionals with the tools, mindset, and practice needed to become more empathetic—and more effective—in their daily interactions. Through dynamic discussions, self-assessments, partner exercises, case studies, and guided reflection, participants will learn how to build strong human connections that elevate both performance and morale.

WHO SHOULD ATTEND?

- Team leaders and managers.
- Senior and emerging leaders.
- Project managers and cross-functional professionals.
- HR, people leaders, and customer-facing roles.
- Anyone looking to strengthen workplace communication and relationships.

LEARNING OBJECTIVES

- Distinguish between empathy, sympathy, and compassion - and understand when each is appropriate.
- Identify their own empathy style (cognitive, emotional, and compassionate) and how it shows up in their leadership.
- Recognize personal, cultural, and organizational barriers that restrict empathy.
- Use active listening techniques to deepen understanding, reduce conflict, and create psychological safety.
- Apply empathy during difficult conversations, coaching moments, and high-stakes interactions.
- Strengthen leadership presence through authentic connection, emotional awareness, and intentional communication.
- Create a personalized empathy action plan to build stronger relationships and influence others with greater impact.

FACULTY

Marianne Gooch, MBA
Founder and President of DynaComm LLC

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Engagement for Leaders

Gallup, the management consulting group, has been surveying companies for years, pinpointing that only around 20% of the workforce is engaged. In a recently published report, low engagement cost the world economy \$7.8 trillion (State of the Global Workplace Report, 2022).

This course aims to develop engagement skills in leaders to improve essential business outcomes. Participants will first define engagement and examine behaviors associated with both engagement and disengagement. They will then identify the framework required within the work environment to foster engagement. The course concludes with assessing a team or organization and developing an action plan to strengthen engagement. Through lectures, shared experiences, and individual and group assignments, participants will develop and master the knowledge and skills needed to foster engagement.

WHO SHOULD ATTEND?

This course is designed for leaders, managers, and executives who are committed to enhancing workplace engagement and driving essential business outcomes. It is ideal for professionals responsible for shaping organizational culture, including HR leaders, team leaders, and department heads, who wish to understand and implement effective engagement strategies. Those interested in improving team dynamics, boosting productivity, and fostering a more motivated workforce will find this course particularly beneficial.

LEARNING OBJECTIVES

- Develop the ability to recognize and foster engagement within your team, leading to improved morale and productivity.
- Learn how to implement engagement strategies that positively impact key business metrics, driving organizational success.
- Gain insights into creating an environment that promotes employee engagement by understanding the behaviors that lead to both engagement and disengagement.
- Leave the course with a personalized action plan designed to assess and improve engagement within your team or organization.
- Benefit from lectures, group discussions, and practical assignments that allow you to apply new knowledge and share experiences with peers.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Ethical Leadership and Stakeholder Strategy

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

Ethical leadership enhances an organization's bottom line by boosting its reputation and legitimacy in a competitive environment. However, many firms struggle with developing ethical leadership effectively. This course is designed to help professionals, strategic leaders, and business consultants understand how to integrate ethics into their decision-making processes to improve firm performance. Participants will gain a fundamental understanding of stakeholder management, learn strategies for analyzing solutions and alternatives, and implement ethical decision-making in a business context. The course will also cover various ethical issues and controversies related to technology, employees, and consumer stakeholders, as well as potential strategies for developing ethical leadership for the future of business.

WHO SHOULD ATTEND?

- Seasoned executives, directors, and strategic leaders who want to understand the impact of sustainability and the future trends in ESG.
- Middle managers who want to learn how to integrate sustainability and ESG efforts in their organizations.
- Individual contributors, entrepreneurs, and small business owners who want to gain fundamental knowledge of developing an effective sustainability business model.

LEARNING OBJECTIVES

- Key principles of ethical leadership and stakeholder management in the organization.
- Identifying situations in which unethical conduct might be likely.
- Learning a structured process for conducting an ethical reasoning analysis.
- Describing the process for dealing with an ethical crisis in the organization.
- Developing strategies for the ethical issues related to technology, employees, and customers.

MODULES

- Module 1: Ethical Principles and Stakeholder Management
- Module 2: Ethical Reasoning Process and Crisis/Risk Management
- Module 3: Leading to Sustainability Ethics

FACULTY

Sana Chiu, Ph.D.

Assistant Professor - Department of Management & Leadership

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

UH Campus

LEARN MORE



bauer.uh.edu/exec

Excellence Through Accountability

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

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, sustainable operations, and identifying performance improvement opportunities, 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.

WHO SHOULD ATTEND?

This course is ideal for managers, team leaders, and business professionals who are responsible for driving performance improvements and leading change within their organizations. It is particularly valuable for those who seek to align strategic goals with operational processes and enhance their understanding of management systems.

LEARNING OBJECTIVES

- Gain a comprehensive understanding of process management and sustainable operations.
- Learn how to identify and leverage performance improvement opportunities at all levels of the organization.
- Develop skills to connect strategic goals with process-level activities effectively.
- Enhance your ability to lead and manage change efforts within your department and the organization as a whole.
- Engage in practical, discussion-based learning that includes investigating and applying concepts to your own company.

FACULTY

Anthony Andenoro, Ph.D.

Director of Community Engagement & Programming
College of Social Work & Criminal Justice
Florida Atlantic University

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

From Management to Leadership: Mastering the Transition

Every company needs leaders – those who inspire others, create change in the company, elevate profitability and expand market share. But few managers understand the unique strengths needed to become such a leader. You've been an individual contributor until this point; now, you've been elevated to a new role. Suddenly old methods for interactions change. Expectations deepen. How can you develop the new strengths needed to be successful in your new role? This one-day course will help you develop the critical skills you will need to advance from tactical to strategic; from contributor to achiever; from manager to leader. Once complete, you will have the strategies, tools and techniques to enhance your leadership potential.

WHO SHOULD ATTEND?

- Individual Contributors
- Managers
- Salespeople
- Directors
- Future Leaders
- Vice Presidents
- Managing Direct

LEARNING OBJECTIVES

- Participants will have a greater understanding of the following:
 - Being a leader that focuses more on delivering results than on perfecting knowledge.
 - How to practice new conversation strategies to better understand the team you're leading.
 - Learning to evaluate all factors in the decision-making process.
 - A framework that helps leaders better determine operations context for better decisions.
 - A more effective approach to leading with authority.
 - A roadmap to build and drive change throughout your organization.

LEARN MORE



bauer.uh.edu/exec

MODULES

- Module #1 - How to Transform from Manager to Leader
- Module #2 - Leading Your New Team - The One You Just Inherited
- Module #3 - Leading Your Team Through Change with Influence and Persuasion

FACULTY

Marianne Gooch, MBA

Founder and President of DynaComm LLC

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Leadership & Change Management

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

Leadership and Change Management is an engaging course designed to empower professionals with the knowledge, skills, and strategies needed to lead effectively and manage organizational change. This course explores leadership principles, change theories, and practical tools to help participants navigate complex organizational dynamics, foster innovation, and drive sustainable transformation. Participants will learn to inspire and influence teams, manage resistance to change, and create a culture of adaptability and resilience.

WHO SHOULD ATTEND?

This course is ideal for managers, team leaders, project managers, and professionals responsible for leading teams or driving organizational change. It is also suitable for individuals aspiring to develop leadership skills to thrive in dynamic business environments.

LEARNING OBJECTIVES

- **Understand Leadership Fundamentals:** Explore various leadership styles and frameworks to identify and develop your leadership potential.
- **Master Change Management Principles:** Learn the stages of change and key models, such as Kotter's 8-Step Process and Lewin's Change Management Model.
- **Develop Communication Strategies:** Enhance skills for effective communication and stakeholder engagement during times of change.
- **Lead Through Uncertainty:** Cultivate strategies to manage resistance, build trust, and sustain morale during transitions.
- **Foster a Change-Ready Culture:** Discover ways to embed adaptability, innovation, and resilience into organizational culture.
- **Apply Strategic Decision-Making:** Leverage tools to align leadership and change management efforts with organizational goals.
- **Evaluate Change Outcomes:** Measure the impact of leadership and change initiatives to ensure continuous improvement and long-term success.

FACULTY

Cate Wengelnik, Ph.D.

Professor of Practice

TUITION & DATES

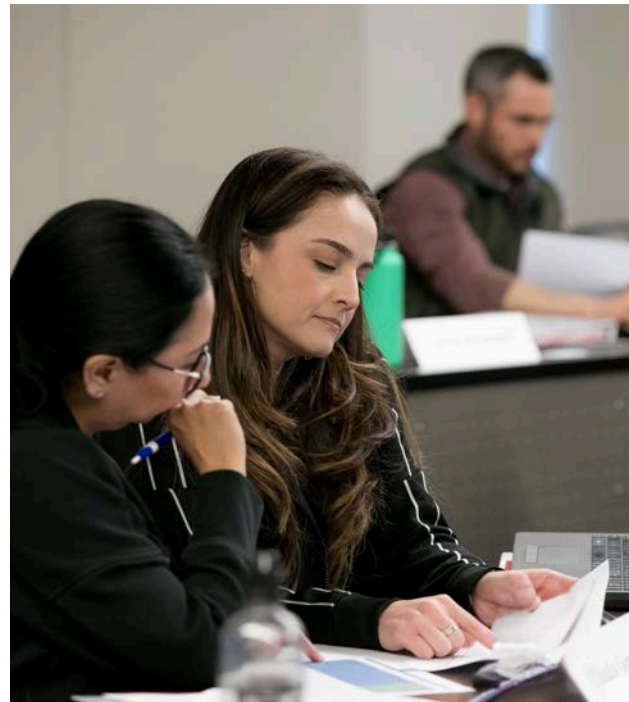
Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Leadership Development for Managers

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

The purpose of this class is to provide students with a holistic view of the role of leaders in organizations and the factors that determine effective leadership.

The students will develop an introductory understanding of effective leadership and strategic management by being able to answer the following questions:

1. What are some different leadership styles?
2. What is an effective leader?
3. Why do some firms perform better than others?
4. What are the sources of successes and failures in firms?
5. How do firms gain a competitive advantage?

WHO SHOULD ATTEND?

- Senior executives and leaders looking to redefine and strengthen their strategic leadership skills.
- Managers looking to transition into executive roles and enhance their leadership capabilities.
- Individuals responsible for leading organizational change.
- Professionals identified as high-potential employees within their organizations.
- Entrepreneurs wanting to strengthen their leadership skills to grow their companies.

LEARNING OBJECTIVES

- Identify your unique leadership style and its impact on your team's performance and dynamics.
- Align your team's goals with the organization's strategic objectives and develop action plans to achieve them.
- Learn to apply a structured approach to decision-making to address complex challenges within the workplace.
- Develop skills to lead and manage organizational change, including fostering a culture of innovation.

FACULTY

Marina Sebastijanović, Ph.D.

Instructional Associate Professor
Faculty Director of the MS in Management & Leadership Program

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

Leading Change for Healthcare Professionals:

The Art and Science of Managing Change in Complex Healthcare Systems

Healthcare organizations operate in one of the most complex, regulated, and human-centered environments—where change directly impacts patient safety, clinical outcomes, staff well-being, and financial sustainability. Leaders are constantly navigating transformation initiatives such as care model redesign, digital health implementation, regulatory mandates, workforce challenges, and cost pressures.

This immersive one-day workshop equips healthcare leaders with a practical, structured change management framework, hands-on tool application, and coaching-based leadership skills to successfully guide change in clinical and non-clinical settings. Using a realistic healthcare case study (or participants' real initiatives), participants will design a tailored change plan that addresses stakeholder resistance, aligns clinical and operational priorities, and drives sustainable adoption.

WHO SHOULD ATTEND?

- Healthcare executives and senior leaders.
- Physician leaders, medical directors, and clinical chiefs.
- Directors and managers leading operational, clinical, or digital initiatives.
- Project and program managers in healthcare systems.
- Change leaders involved in care delivery, quality improvement, or transformation efforts.

LEARNING OBJECTIVES

- Apply a structured change management methodology within clinical, operational, and administrative environments.
- Clarify the leader's role as sponsor of healthcare change initiatives and effectively engage physician and executive sponsors.
- Use foundational change tools adapted for healthcare settings:
 - Change vision statements aligned to patient care and outcomes.
 - Change readiness assessments addressing clinical risk and capacity.
 - Stakeholder analysis, including clinicians, administrators, patients, and external regulators.
 - Communication planning across multidisciplinary teams.
- Apply coaching and influence skills to manage resistance, engage clinicians, and lead through uncertainty.

FACULTY

Miguel Lozano, Ph.D.
Adjunct Faculty

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Leading High-Performance Teams

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

This 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.

WHO SHOULD ATTEND?

This course is ideal for professionals across various industries who are responsible for leading or working within teams. It is particularly beneficial for managers, team leaders, project coordinators, and HR professionals who want to enhance team dynamics and performance. Those aspiring to take on leadership roles or interested in optimizing team potential will also find this course valuable.

LEARNING OBJECTIVES

- Gain insights into what differentiates high-performance teams from other types of teams and workgroups, allowing you to foster environments conducive to exceptional teamwork.
- Learn how to apply cutting-edge research from diverse fields such as human resources management, organizational psychology, and leadership science to real-world team scenarios.
- Develop the skills needed to lead both effectively and adaptively, ensuring your team can meet its goals and sustain high performance over time.

- Acquire methodologies for assessing team performance and dynamics, enabling you to make informed decisions to optimize team functioning in any role.
- Benefit from a curriculum that integrates insights from social psychology, sociology, and history, providing a well-rounded perspective on team development and leadership.

FACULTY

Alan Witt, Ph.D.

Professor of Management & Leadership, Public Policy, and Psychology

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- Remote
- UH Campus
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec



Mediation and Conflict Resolution

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

Mediation and Conflict Resolution is an interactive course designed to equip professionals with the skills and strategies needed to manage, mediate, and resolve conflicts in the workplace. This course provides a deep dive into conflict dynamics, communication techniques, and mediation frameworks. Participants will learn how to navigate challenging interpersonal and team situations, fostering a collaborative and productive work environment. Through real-world scenarios, case studies, and role-playing exercises, attendees will gain the confidence and expertise to address conflicts effectively and constructively.

WHO SHOULD ATTEND?

This course is ideal for managers, supervisors, team leaders, HR professionals, and anyone who wishes to develop conflict resolution skills to enhance team cohesion and workplace harmony. It is also valuable for individuals interested in becoming mediators or improving their negotiation skills.

LEARNING OBJECTIVES

- Understand the nature and sources of workplace conflict.
- Identify different conflict resolution styles and when to use them.
- Learn active listening and effective communication techniques for conflict de-escalation.
- Develop mediation skills to facilitate productive discussions and agreements.
- Explore tools for addressing and resolving team dynamics and interpersonal conflicts.
- Gain insights into cultural and emotional intelligence for conflict management.
- Build strategies to prevent conflicts and create a collaborative workplace culture.
- Understand legal and ethical considerations in workplace mediation.

FACULTY

Cate Wengelnik, Ph.D.
Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Mini-MBA in Management & Leadership (5-Days)

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 equips participants with essential management and leadership skills necessary to lead teams and organizations effectively. Topics may include managing human resources, presentation and communication skills, ethical systems and problems, and effectively leading high-performance teams.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

- Managing Human Resources
 - Describe the importance of managing human resources.
 - Explain how to effectively implement an HRM strategy.
- Executive Communications
 - Effectiveness of the opening.
 - Major causes of failed presentations.
 - How to prepare.
- Ethics Workshop
 - Why leader character matters and its relationship to organizational values.
 - What leaders can do to create ethical organizational cultures.

- Leading High-Performance Teams
 - Distinguish high-performance teams from other types of teams and work groups.
 - Understand the multiple steps to achieve and sustain high-performance status.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business & Chair of the Management & Leadership Department

Kenneth A. Haseley, MBA

Adjunct Faculty

Barbara Carlin, Ph.D.

Instructional Associate Professor

Alan Witt, Ph.D.

Professor of Management & Leadership, Public Policy, and Psychology

TUITION & DATES

Spring & Fall

Five-Days: \$4,995

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec



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.

WHO SHOULD ATTEND?

- Senior leaders looking to improve processes and productivity in their organization.
- Individuals making strategic decisions in their roles.
- Individuals responsible for leading organizational change.
- Professionals identified as high-potential employees within their organizations.

LEARNING OBJECTIVES

Fundamentals of process management:

- Identifying and capturing processes.
- Measuring process performance.
- Sustaining performance.

Leading change and executing strategy:

- Strategy-driven versus grass-roots change.
- Prioritizing and resourcing change.

Introduction to change and process improvement:

- Identifying improvement opportunity.
- Setting goals.
- Improvement methodologies.

FACULTY

Ian Wedgwood, Ph.D.

Professor of Practice - Dept. of Decision and Information Science

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Performance and Execution Through Accountability: Leading Transformation in the Workplace (Two-Day Course)

The purpose of this two-day class is to provide participants with an understanding of the principles of process management and improvement, and how to lead and focus change efforts to increase performance at the process level. Participants will also learn how principles of accountability—and their role within management systems—enable leaders to drive broader change efforts that improve organizational performance and support strategic goals.

Day 1 begins at the process level, focusing on understanding the fundamental elements of a process and how to identify, capture, and communicate them effectively. Participants then explore tools and methods for improving process quality, creating additional capacity, and enhancing process flow to meet customer demand.

The class is grounded in experiential learning through the operation and improvement of a simulated operations process. Across four rounds of running the process, participants learn to understand the current state, identify improvement opportunities, develop solutions, and test their approaches. Through the simulation, participants are exposed to key operational concepts such as balancing capacity and demand, capturing and embedding the Voice of the Customer, quality management, and maintaining delivery performance.

Building on Day 1's focus on identifying and capturing performance improvement opportunities, Day 2 shifts to introducing the components of accountability and their connection to management systems and sustainable performance. The focus then moves upward, linking these concepts to change infrastructure at the department and organizational levels. With this understanding, participants learn how to connect strategic goals to foundational process-level activities and identify relevant change efforts needed to achieve them.

At each step, the course introduces simple, practical tools and approaches that connect to form an integrated execution framework.

WHO SHOULD ATTEND?

Leaders and managers—both new and seasoned—at all levels of an organization who want to:

- Develop their workforce management skills.
- Improve their processes to meet Customer quality expectations and delivery requirements.
- Drive a more integrated platform for executing strategy and change.

The course is applicable in any industry, from manufacturing to service-based industries, healthcare, and hospitality.

LEARNING OBJECTIVES

- Identify and capture processes.
- Identify process improvement opportunities.
- Set clear expectations for repeatable work.

- Drive accountability to sustain process performance.
- Flex performance to meet the dynamic nature of the working environment.
- Prioritize strategy-driven versus grass-roots change.
- Better resource change efforts.

FACULTY

Ian Wedgwood, Ph.D.

Professor of Practice - Dept. of Decision and Information Science

TUITION & DATES

Spring & Fall

Two-Day: \$2,840

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

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.

WHO SHOULD ATTEND?

- Aspiring leaders and managers looking to enhance their leadership skills through effective public speaking.
- Individuals who need to present ideas or information clearly in their roles.
- Anyone wanting to improve their public speaking skills.
- People who want to be more confident while preparing and giving presentations.

LEARNING OBJECTIVES

- Become aware of personal speech habits and characteristics.
- Cultivate poise and self-confidence.
- Improve posture, voice, diction, and other speech mechanics.
- Develop speech preparation and presentation techniques.
- Audience analysis preparation.
- Develop good listening and feedback skills.
- Present informative and persuasive speeches.

FACULTY

Marianne Gooch, MBA
Founder and President of DynaComm LLC

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- On-site at company's location



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Strategy & Execution

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

The purpose of this course is to enhance your capacity to perform the role of a general manager—someone who leads a multifunctional group (e.g., a business, division, or profit center) and is responsible for its strategic performance. The course treats the total business as the unit of analysis and positions the general manager as the key decision-maker.

The emphasis of the course is on the key general management tasks of: (a) Assessing the direction of a business and analyzing its environment, (b) Identifying the important opportunities and challenges facing a business and setting out a course of action for dealing with them, (c) Defining the capabilities essential for the development of a business and acting to build or acquire them, and (d) Implementing changes, as necessary, in the way that a business is being run.

WHO SHOULD ATTEND?

This course is designed for current and aspiring general managers, business unit leaders, division heads, and professionals responsible for the strategic performance of their teams or departments. It is ideal for individuals looking to enhance their capabilities in leading multi-functional groups and driving strategic initiatives.

LEARNING OBJECTIVES

- Develop the skills to assess and navigate the direction of your business and its environment effectively.
- Learn to identify and prioritize key opportunities and challenges, and create actionable plans to address them.
- Gain insights into defining and building essential capabilities needed for business growth and success.
- Acquire techniques for implementing necessary changes to improve business operations and performance.

- Strengthen your overall general management abilities, from strategic planning to execution, for better leadership and results.

FACULTY

Barbara Carlin, Ph.D.
Instructional Associate Professor

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Sustainability Leadership: People, Planet, and Profits

In today's world, sustainability is more crucial than ever for all stakeholders, including shareholders, customers, employees, the community, and the environment. Challenges related to the environment, social responsibility, and governance (ESG) have become critical strategic issues for companies. As stakeholders are becoming increasingly aware of sustainability issues, business leaders must adapt quickly for the benefit of their organizations, stakeholders, and environment while also pursuing growth and profits. This course aims to provide strategic leaders and business professionals with a holistic understanding of the key concepts, frameworks, and principles associated with corporate sustainability and social responsibility. Participants will learn how to integrate sustainability/ESG issues into their organization. This course will be useful for those who aspire to become effective change agents and responsible leaders who want to develop critical thinking skills to address sustainability and ESG challenges in the 21st century.

WHO SHOULD ATTEND?

- Seasoned executives, directors, and strategic leaders who want to understand the impact of sustainability and the future trends in ESG.
- Middle managers who want to learn how to integrate sustainability and ESG efforts in their organizations.
- Individual contributors, entrepreneurs, and small business owners who want to gain fundamental knowledge of developing an effective sustainability business model.

LEARNING OBJECTIVES

- Key components in corporate sustainability and ESG.
- Major trends for the future of business in achieving sustainability.
- Strategies to enhance company response to social and environmental challenges.
- Learning practical tips to build a sustainability-focused organization.
- Learning effective business models and tools that support the success of ESG efforts and better organizational performance.

FACULTY

Sana Chiu, Ph.D.

Assistant Professor - Department of Management & Leadership

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

UH Campus



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Trust & Credibility

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

This course aims to help learners become more trustworthy and credible individuals, which can enhance their personal and professional relationships and ultimately contribute to their success. The course employs group experiential exercises and team-building activities to enable participants to acquire the necessary knowledge, skills, and strategies to establish and maintain trust and credibility. An essential objective of effective spoken communication is first to establish trust. Trust is necessary for the audience to find you believable, credible, or likable, hindering effective message delivery. Research shows that trust comprises four main components and that communicating trust is a skill that can be learned. Therefore, the course provides participants with the tools they need to communicate with trust and credibility.

WHO SHOULD ATTEND?

This course is ideal for professionals, leaders, and individuals seeking to enhance their ability to establish and maintain trust and credibility in both personal and professional settings. It is especially beneficial for those in roles that require effective communication, such as managers, team leaders, and customer-facing professionals.

LEARNING OBJECTIVES

- Develop skills to establish and maintain trust with colleagues, clients, and stakeholders, leading to stronger and more effective relationships.
- Learn techniques to convey messages in a way that fosters credibility and believability, enhancing overall communication effectiveness.
- Build and sustain credible relationships that can advance career prospects and improve collaboration.
- Enhance your personal influence and likability, making it easier to achieve goals and drive positive outcomes.
- Gain hands-on experience through group exercises and team-building activities that reinforce trust and credibility skills in real-world scenarios.

FACULTY

Alejandro Fernandez, MS

Professor of Practice and Director of the Inclusive Leadership Institute

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

Women in Leadership (4 Half-Days)

Women earn 22% less than their male peers and are under-represented in management. Our Women in Leadership Program is an opportunity for all genders to learn how to more effectively promote women's success in the workplace and how to better support women leaders in your own organizations. While all genders are welcome, this program addresses workforce issues that uniquely impact women in the workplace.

This program is open and available to everyone regardless of age, color, disability, ethnicity, sex, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sexual orientation, or veteran status. We are dedicated to making our program an enriching learning environment for all of those who participate.

This leadership training is designed to empower women leaders to identify their unique facets, to ask for what they want, and to bring their whole best selves to work. The program is designed 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 leaders emerge.

The goal of this leadership course is to present leaders with a tasting menu of a set of important leadership topics. Follow-up courses may be designed for small groups or on a one-on-one basis to hone in on the areas of leadership development depending on participant needs.

WHO SHOULD ATTEND?

- Seasoned executives and leaders.
- Directors and managers.
- Current and rising supervisors and middle managers with advancement potential.
- Entrepreneurs and small business owners.
- People who are supportive of women in leadership.

LEARNING OBJECTIVES

- Your unique leadership style to help leverage your talent to lead others more effectively.
- The importance of leading yourself and developing a set of personal policies, skills, and implementable action plans to increase happiness and decrease stress.
- How to conduct an honest self-assessment and develop a portfolio of skills to help you better negotiate salary and promotions, manage conflict, and have difficult conversations.
- How to recognize and address stressors and promote well-being in the workplace.
- Stories of successful female professionals to inspire and create your own story and utilize technology to create a unique professional identity that captures the authentic "you".

FACULTY

Vanessa Patrick-Ralhan, Ph.D.

Associate Dean of Research
Professor of Marketing
Executive Director of Doctoral Programs

JéAnna Abbott, Ph.D.

Professor - Hilton College & Bauer College

Dusya Vera, Ph.D.

Adjunct Faculty, Management & Leadership

TUITION & DATES

Spring & Fall

4 Half-Day Sessions: \$2,400

LOCATION

- Remote (Zoom)

LEARN MORE



bauer.uh.edu/exec



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

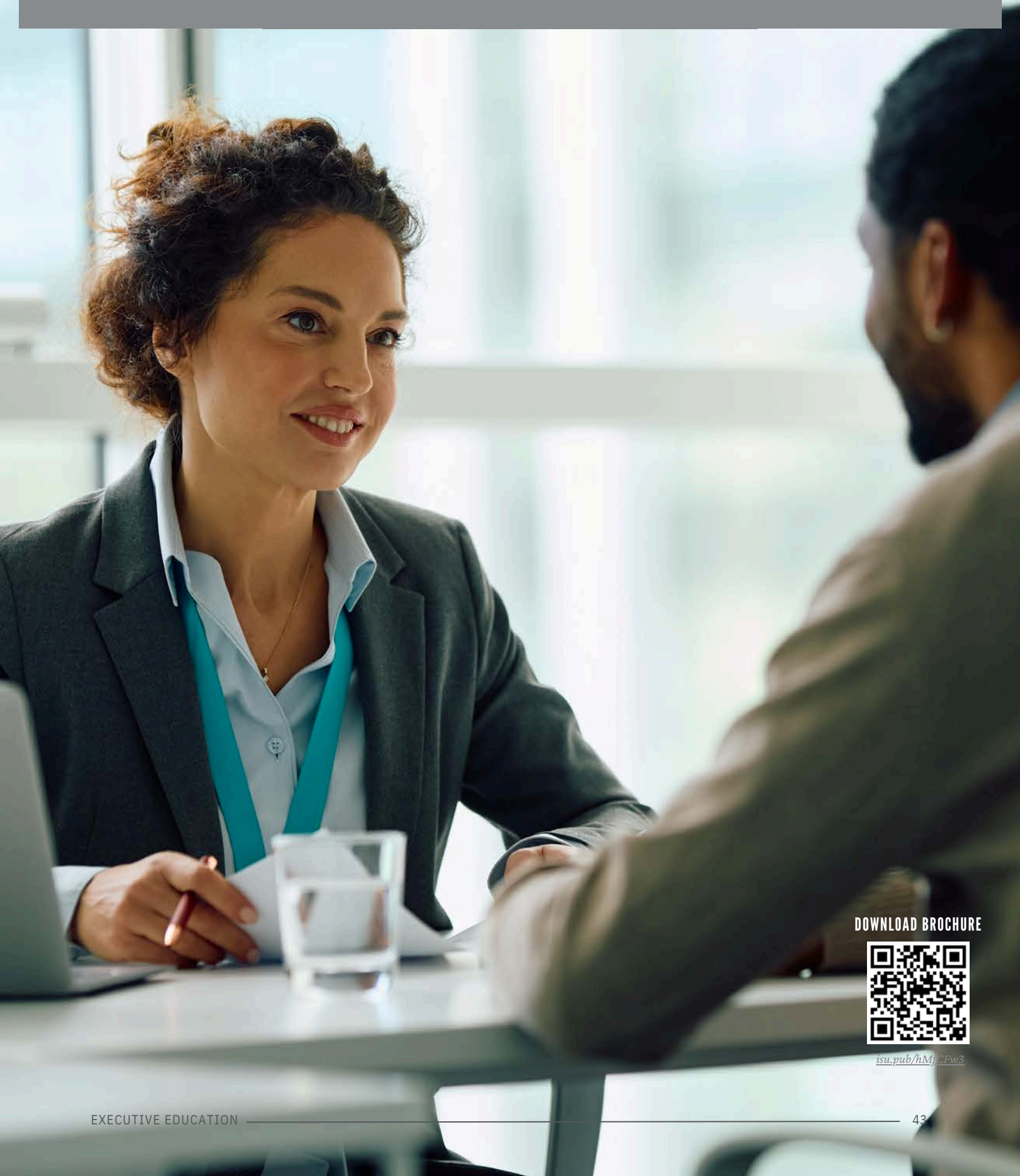
bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

“I gained practical tools for navigating complex business decisions and refining my approach to leadership. It was a great opportunity to engage with a diverse group of professionals, and I left with actionable insights that I’m excited to apply in my role.”

Syed Riaz
Mitsubishi Heavy Industries



HUMAN RESOURCES



DOWNLOAD BROCHURE



isu.pub/hMjCFw3

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.

WHO SHOULD ATTEND?

This course is ideal for managers, HR professionals, and organizational leaders who are seeking to enhance their employee retention strategies amidst challenging economic conditions. It is particularly beneficial for those in roles involving employee engagement, policy development, and retention planning.

LEARNING OBJECTIVES

- Learn effective techniques and practices to improve employee retention and reduce turnover.
- Gain insights into the types and metrics of retention and turnover to better assess and address retention issues.
- Understand the factors that influence employee retention and turnover to tailor your approach to your organization's needs.
- Discover actionable strategies and best practices to foster a supportive work environment and enhance employee satisfaction.
- Implement improved retention practices to boost overall organizational performance and stability during turbulent times.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec

Human Resources for Energy Sector Leaders

This multidisciplinary 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.

WHO SHOULD ATTEND?

This course is ideal for energy sector professionals in leadership or managerial roles who are responsible for overseeing human resources, organizational strategy, or workforce development. It is also suitable for HR specialists and strategic planners within the energy industry who aim to enhance their leadership skills and drive organizational success.

LEARNING OBJECTIVES

- Learn how government regulations, staffing, compensation, training, and performance management differ in the energy industry from other industries.
- Learn the current human resource management challenges in the energy sector.
- Learn analytical and problem-solving frameworks for strategy formulation, including the analysis of the external environment, internal resources and capabilities, management preferences, and the organization.
- Debate the relationship between the Energy Industry and its most important stakeholder - society.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Human Resources for Non-HR Professionals

"HR for Non-HR" is a comprehensive course designed to equip professionals without a traditional HR background with a broad understanding of human resources management. This course provides a deep dive into the various functions of HR, from hiring to performance management and from employee engagement to compliance. It is tailored to empower participants with the knowledge and skills necessary to effectively handle HR-related tasks in their roles, contributing to the overall success of their organizations.

WHO SHOULD ATTEND?

This course is ideal for managers, supervisors, team leaders, and business owners who find themselves responsible for HR tasks and any professional interested in gaining a comprehensive overview of human resources management.

LEARNING OBJECTIVES

- Define an HR strategy that aligns with the overall business strategy to drive organizational goals.
- Gain a foundational understanding of human resources principles and practices.
- Learn key HR functions such as recruiting, onboarding, training, and development.
- Understand the legal and ethical considerations in HR management.
- Develop skills to handle employee relations issues and workplace conflicts.
- Explore strategies for enhancing employee engagement and retention.
- Familiarize yourself with tools and techniques for effective performance management.

FACULTY

Alejandro Fernandez, MS

Professor of Practice and Director of the Inclusive Leadership Institute

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus
- Remote
- On-Site at company's location



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 that all managers should be familiar with.

WHO SHOULD ATTEND?

- Current leaders looking to improve and redefine their current HR strategies.
- Mid-level managers looking to transition into executive roles managing people.
- Individuals interested in transferring into an HR role.

LEARNING OBJECTIVES

- Describe the importance of managing human resources.
- Show how the environmental factors impact the formulation of HRM strategies and how to implement a strategy effectively.
- Explain the strategic importance of an organization's approach to total compensation.
- Show workforce planning methods and their relationship with business and HRM strategies.
- Explain how training and development practices fit within an integrated HR strategy.
- Identify the causes of retention and turnover, including personal, job-related, contextual, and organizational factors.
- Describe the roles and responsibilities of line managers with respect to various HR functions.

FACULTY

Steve Werner, Ph.D.

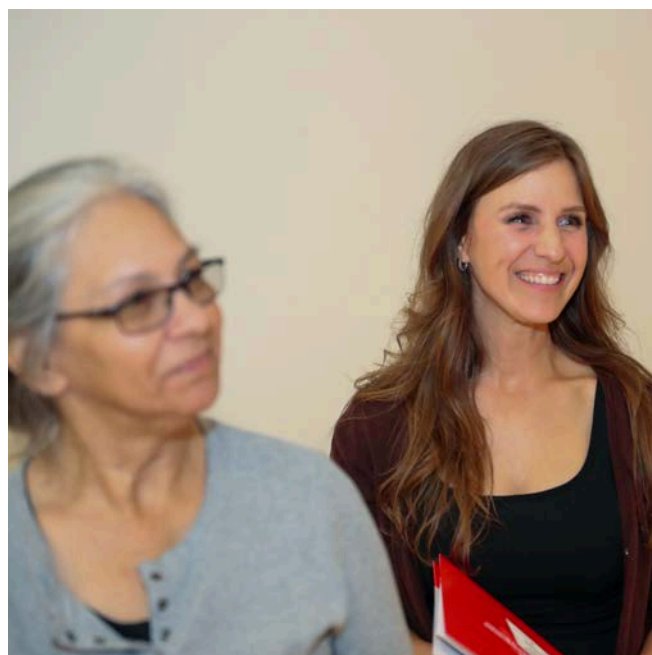
JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Managing a Remote Workforce (2-Days)

This certificate is designed to equip managers with the knowledge and skills needed to effectively lead a workforce in the new business environment of more remote workers. We will examine the challenges of maintaining an organizational culture and effective communication in a remote work environment and how systems, policies, and processes can be adapted for this situation, with a special focus on the performance management system. We will also explore leadership styles that will help you get the most out of your remote employees. Finally, we will discuss how to optimize your and your employees' well-being when you or your employees work remotely.

WHO SHOULD ATTEND?

This certificate is ideal for managers, team leaders, and HR professionals who are navigating the complexities of leading remote teams. It is especially beneficial for those who want to enhance their skills in maintaining organizational culture, improving communication, and implementing effective performance management in a remote work setting.

LEARNING OBJECTIVES

- Learn strategies to maintain clear and effective communication with remote employees, ensuring everyone stays connected and informed.
- Discover leadership approaches tailored for remote teams to boost engagement and productivity.
- Insights into adapting performance management systems to suit remote work environments, improving accountability and outcomes.
- Explore techniques to preserve and foster a strong organizational culture despite the physical distance.
- Learn how to support and enhance the well-being of remote employees, promoting a healthier and more balanced work environment.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

Marina Sebastijanovic, Ph.D.

Instructional Associate Professor
Faculty Director of the MS in Management & Leadership Program

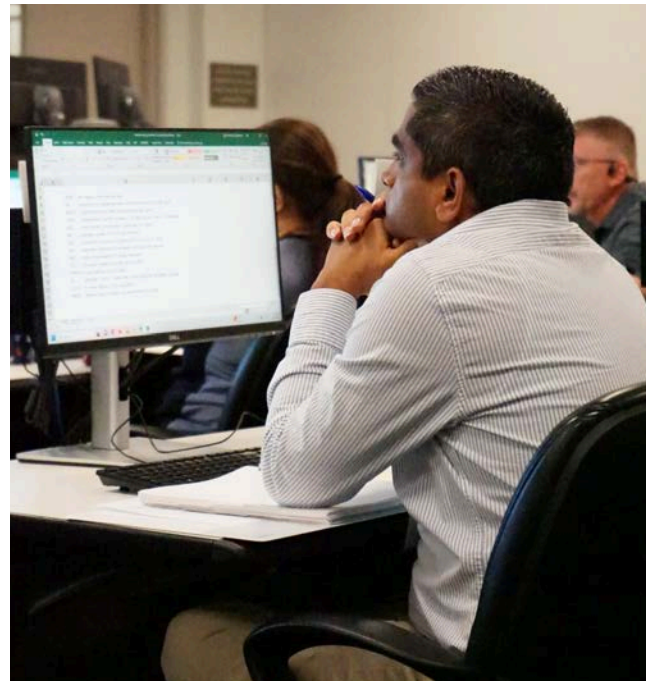
TUITION & DATES

Spring & Fall

Two-Day: \$2,900

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec

Mini-MBA in Human Resource Management (5-Days)

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 explores the strategic role of human resource management (HRM) in driving organizational success. Participants will learn about HRM functions such as strategy, training and development, performance management, compensation, and organizational development.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

- Development and Training
 - Describe the strategic importance of training and developing a competitive workforce.
 - Explain how training and development practices fit within an integrated HR strategy.
- Staffing and Onboarding
 - Explain the strategic importance of managing talent through workforce planning, recruitment, and retention.
 - Show workforce planning methods and their relationship with business and HRM strategies.
- Human Resource Strategy
 - Describe the importance of managing human resources.
 - Show how environmental factors impact the formulation of HRM strategies.
- Compensation
 - Explain the strategic importance of an organization's approach to total compensation.
 - Discuss how organizations establish the internal values of jobs.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

Alejandro (Alex) Fernandez, MBA

Professor of Practice and Director of the Inclusive Leadership Institute

TUITION & DATES

Spring & Fall

Five-Days: \$4,995

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Multi-Generational Communications

In this course, we 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.

WHO SHOULD ATTEND?

- Managers responsible for overseeing diverse teams and wanting to enhance their leadership effectiveness.
- HR professionals involved in recruitment and training who need to create policies that address multi-generational needs.
- Individuals who manage projects involving team members from various generations and seek to improve collaboration.
- Training and development coordinators wanting to improve workplace communication and teamwork.

LEARNING OBJECTIVES

- Understand and identify the key values and characteristics of the different generations in the workplace.
- Learn techniques to effectively communicate and interact with individuals from various generational backgrounds.
- Create a cohesive team environment that leverages the strengths of each generation.

FACULTY

Marianne Gooch, MBA
Founder and President of DynaComm LLC

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Talent Management for Non-HR Professionals

In a constantly competitive and dynamic business environment, managers must effectively lead their teams and organizations—pushing them to their full potential while achieving the best possible results, navigating complex challenges, and ensuring alignment with organizational goals.

"Talent Management for Non-HR" is designed for professionals outside the traditional HR sphere who seek to enhance their understanding and skills in managing talent within their teams or departments. This comprehensive course covers the essential aspects of talent management, equipping participants with the knowledge and tools to attract, develop, and retain top talent effectively, thereby driving organizational success.

WHO SHOULD ATTEND?

This course is ideal for team leaders, project managers, business owners, and any professional involved in managing or leading teams who aim to build a robust talent management framework without a formal background in human resources.

LEARNING OBJECTIVES

- Understand the principles of effective workforce planning and talent forecasting.
- Master the strategies for recruiting and selecting the right talent.
- Develop skills in conducting insightful interviews and making informed hiring decisions.
- Implement effective onboarding practices to ensure a smooth transition for new hires.
- Design incentive schemes and compensation packages that motivate and retain employees.
- Apply performance management techniques to enhance employee productivity.
- Explore training and development programs that align with career growth and organizational goals.
- Foster an organizational culture that supports diversity, inclusion, and employee well-being.
- Enhance communication strategies to ensure precise, effective interactions with teams.
- Navigate the complexities of labor relations and understand the legal aspects of employee management.
- Develop strategies for engaging employees and retaining key talent.

FACULTY

Alejandro Fernandez, MS

Professor of Practice and Director of the Inclusive Leadership Institute

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION


Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu



“I feel that with the knowledge I gained, I will be able to better present myself in front of management and executives.”

Christopher Hauburg
Tally Energy

FINANCE & ACCOUNTING



DOWNLOAD BROCHURE



isu.pub/ZAE2Ui

Basic Oil & Gas Accounting

With the oil and gas industry being one of the most dominant sectors in the world, the massive demands placed on this trade have shown that energy operations have some of the most unique accounting issues found in any industry. The purpose of this course is to provide an in-depth examination of the multiple processes and technologies used by the energy sector to find and produce fossil fuels while concentrating on the fundamental property concepts governing oil and gas taxation, regulatory requirements, and risk management. This course delves into procurement, examination, development, and manufacturing activities, covering many industry-specific accounting issues. Topics covered include understanding financial statements of oil and gas companies, net present value and valuation, economic concepts for finance, and understanding capital, debt, and commodity markets. With this understanding, participants will gain the necessary knowledge to comprehend the cost and revenue accounting, operational budgeting, activity-based costing, capital budgeting, and specialist subjects that comprise the oil and gas company's finance functions.

WHO SHOULD ATTEND?

This course is a specialized discipline designed for professionals in the energy sector who are responsible for ensuring financial stability, compliance, and efficiency within their organization. It is ideal for supervisors, department managers, operational engineers, and directors who use accurate accounting to help value their reserves, determine depletion, and make strategic decisions. It is particularly beneficial for those in roles involving exploration, acquisition, drilling, production, and conveyance of oil and gas.

LEARNING OBJECTIVES

- Focus on entry-level accounting education (specifically Financial Accounting, Oil & Gas Accounting, Financial Statement Analysis, Cost/Management Accounting, and Capital Budgeting.
- Develop a thorough understanding of the crucial accounting methodologies and practices exclusive to oil and gas.
- Obtain a cognizance of the key accounting issues confronting oil and gas companies.
- Review cost allocation methodologies for exploration, development, and production activity
- Recognize how to measure, determine, report, and account for oil and gas revenue.
- Analyze the tools, techniques, and industry practices on joint interest accounting, conveyances, and production sharing contracts.

FACULTY

Michael Newman, Ph.D.

Professor of Practice

Director of Accounting Programs

TUITION & DATES

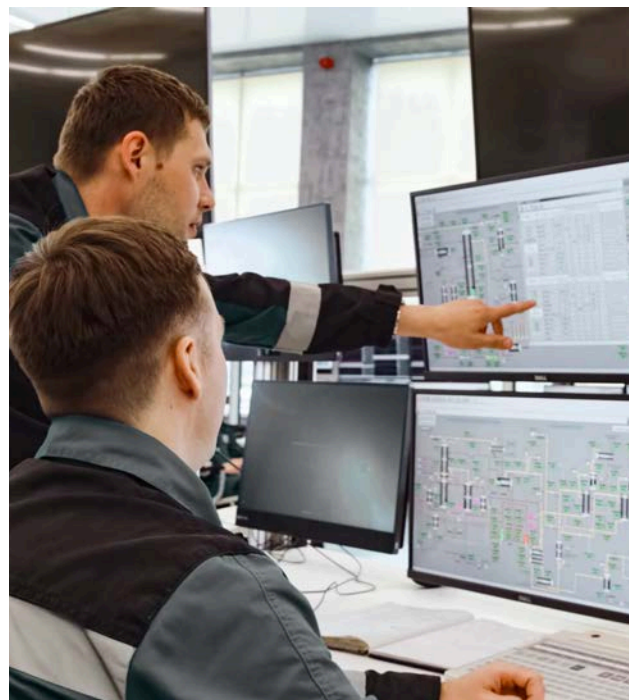
Spring & Fall

One-Day \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Financial Accounting 101 for Non-Accounting Managers in Healthcare

This course provides an introduction to essential accounting and financial management concepts for non-accounting managers in healthcare organizations. It focuses on entry-level financial accounting, financial statement analysis, cost and management accounting, and capital budgeting, all within a healthcare systems context.

Participants will learn how financial information is created, how to read and interpret key financial statements, and how financial data supports planning, budgeting, performance evaluation, and capital investment decisions. The course emphasizes practical application to help managers better understand financial reports and communicate effectively with finance professionals.

WHO SHOULD ATTEND?

Non-Accounting managers working in hospitals and healthcare organizations.

LEARNING OBJECTIVES

At the end of this course, the audience should have a basic understanding of:

- Financial Accounting & Reporting
- How to Use and Interpret Financial Statements
- Performance Evaluation
- Planning & Budgeting for Healthcare
- Capital Budgeting Techniques

AGENDA

This one-day course will cover:

- Basic Financial Accounting & Reporting.
- Preparation and Understanding of Financial Statements.
- Security of Financial Instruments & Internal Controls.
- How to Use and Interpret Financial Statements.
- Performance Evaluation.
- Cost/Management Accounting, including Planning & Budgeting for Healthcare, Cost/Volume/Profit Analysis, and ABC (Activity Based Costing).
- Incremental Analysis.
- Capital Budgeting Techniques.

FACULTY

Michael Newman, Ph.D.

Professor of Practice

Director of Accounting Programs

TUITION & DATES

Spring & Fall

One-Day \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Financial Management for Non-Financial Managers

This one-day course 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 courses. The morning course covers basic financial accounting topics, and the afternoon course builds on these to cover financial management skills.

WHO SHOULD ATTEND?

- Individuals looking to enhance their financial knowledge and comprehension.
- Leaders from non-financial departments seeking to improve their understanding of financial concepts to make better strategic decisions.
- Entrepreneurs who need to understand financial concepts to effectively manage their business.

LEARNING OBJECTIVES

- The process of recording journal entries (ledgers, unadjusted trial balance, adjusting entries, adjusted trial balance, closing entries, and the trial balance).
- How to prepare the financial statements.
- Why ratios (horizontal, vertical, common size) are important.
- Use of Contribution Margins and Variable Costing in evaluating the profitability of a sale/sales.
- Time value of money.
- Valuation of common stocks.
- Financial statements and cash flows.
- Net present value (NPV) rule.

FACULTY

Michael Newman, Ph.D.
Professor of Practice
Director of Accounting Programs

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



LEARN MORE



bauer.uh.edu/exec

Oil and Gas Tax Basics

Oil and Gas Tax Basics covers the United States federal income taxation of domestic oil and gas operations and transactions. The course examines taxation associated with the life cycle of oil and gas operations, including exploration, development, production, and sale or abandonment. The study of transactions involving oil and gas interests analyzes acquisition, disposition, structuring, and investment. Course participants learn the historical context and development of oil and gas provisions in the U.S. tax law as a basis for learning the laws and regulations that apply today. Current tax legislative proposals and/or final legislation affecting the oil and gas industry will be addressed as warranted. The emphasis is on federal income taxation of domestic oil and gas transactions, although certain international tax aspects of the oil and gas business will be referenced and contrasted.

The knowledge gained from our course should enable the participants to better identify these issues in their day-to-day practice, or at a minimum, to identify issues that need to be addressed.

WHO SHOULD ATTEND?

- Accounting and legal professionals in the energy space or who deal with others in the energy space.
- Anyone who might deal with energy issues or energy investments.
- Anyone who might benefit from gaining an understanding of the drivers in energy investments.
- Leaders in organizations focused on energy investments or having to deal with organizations in the energy space.

LEARNING OBJECTIVES

- Get an overview of the oil and gas business, including exploration, drilling, development, financing, and production activities.
- Build an understanding of oil and gas tax basics that apply in daily activities and/or transactions.
- Gain exposure to the financing of oil and gas operations and the taxation issues that may apply in the oil and gas space.
- Gain exposure and an understanding of the tax drivers in oil and gas exploration, development, and production operations.
- Gain an appreciation for the significant tax drivers in any oil and gas venture operation.

FACULTY

Denney L. Wright
Lecturer

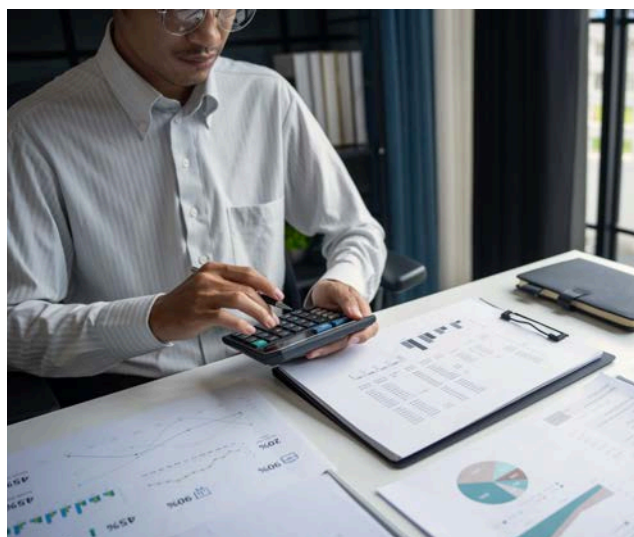
TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

**“I will be able to take learnings back
to my organization to help inform
investment and improve efficiencies
in decision making.”**

Patrick McCormack
Chevron



MARKETING



DOWNLOAD BROCHURE



isu.pub/MOZsWzq

Content Marketing

Content marketing is the backbone of digital marketing. According to the Content Marketing Institute, 93% of B2B marketers have embraced content marketing over traditional advertising. Content marketing, through its focus on providing timely and relevant information to your target market, fosters better relationships with potential buyers and moves them through the buying process at their own speed.

Content marketing is a must for companies optimizing their web presence. In this course, you'll learn to build a content marketing campaign that generates leads at a lower cost and to optimize your conversion rates from new lead to paying customer.

WHO SHOULD ATTEND?

This course is ideal for marketing professionals, content creators, and business leaders who want to leverage data-driven insights to enhance their content marketing strategies. It's also suitable for those looking to stay ahead of industry trends and improve their ability to measure and optimize marketing performance.

LEARNING OBJECTIVES

- The advantages of content marketing over traditional advertising.
- The process of defining your target audience and writing a buyer persona.
- The entire content marketing process, including generating content ideas, creating content, delivering and promoting content, and measuring the effectiveness of the content.
- How to map content to attract prospects that is in alignment with the prospect's current position in the sales funnel.
- A process for developing your brand voice and writing your brand story.
- Evaluate and measure the ROI of your content.
- The synergy of social media, search engine optimization, and content marketing.
- Repurposing content for social media engagement.

LEARN MORE



bauer.uh.edu/exec

FACULTY

William J. Zahn

Senior Professor of Practice

TUITION & DATES

Spring & Fall

Half-Day: \$710

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Digital Marketing Certificate (4-Days)

The Digital Marketing Certificate course offers an in-depth exploration of essential digital marketing strategies across five key areas: Search Engine Optimization (SEO), Search Engine Advertising, Content Marketing, Web Analytics, and Social Media Marketing. Over four days, participants will learn how to enhance their online visibility through SEO techniques, manage profitable pay-per-click (PPC) advertising campaigns, and create compelling content that engages and converts audiences. Each module provides practical insights and hands-on experience to help participants apply these strategies effectively in real-world scenarios.

This course is designed for marketing professionals, business owners, and anyone seeking to advance their digital marketing skills. By the end of the program, attendees will have the tools and knowledge needed to develop a comprehensive digital marketing strategy that integrates SEO, PPC, content marketing, web analytics, and social media. This holistic approach ensures that participants can drive better results, make data-driven decisions, and stay competitive in the ever-evolving digital landscape.

WHO SHOULD ATTEND?

This Digital Marketing Certificate course is ideal for marketing professionals, business owners, and anyone looking to enhance their digital marketing skills.

Whether you're new to digital marketing or looking to update your strategies, this comprehensive program will provide valuable insights and practical techniques to improve your online presence.

LEARNING OBJECTIVES

- Learn how to optimize your website and content to rank higher in search engine results, increasing your visibility to potential customers.
- Gain expertise in both SEO and PPC advertising to create a balanced and profitable search marketing strategy.
- Master the art of content marketing to build stronger relationships with your audience and drive them through the buying process.
- Develop skills in web analytics to measure and refine your marketing efforts based on real data and insights.
- Acquire practical knowledge in leveraging social media tools and platforms to effectively promote and position your brand.

KEY TOPICS

- Search Engine Optimization (SEO) - Day 1
- Search Engine Advertising - Day 2
- Content Marketing - Day 3
- Web Analytics - Day 3
- Social Media Marketing - Day 4

FACULTY

William J. Zahn

Senior Professor of Practice

Danny Gavin

Adjunct Faculty

TUITION & DATES

Spring & Fall

Four-Day: \$4,950

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Generative Engine Optimization

AI overviews, answer engines, and chat-based results are reshaping how buyers discover brands. GEO (Generative Engine Optimization) is the discipline of earning visibility, citations, and inclusion within generative answers across platforms (Google AI Overviews, Perplexity, ChatGPT, Gemini, etc.). This course clearly differentiates GEO vs. SEO, shows how GEO is changing the funnel, and gives executives a concrete plan to audit, implement, and measure GEO alongside traditional SEO.

WHO SHOULD ATTEND?

- Marketing & Growth Leaders
- Chief Marketing Officers & VPs
- SEO Managers
- Product Marketing, Content & Communications Leads

LEARNING OBJECTIVES

- A shared vocabulary for GEO and a clear comparison to SEO (where they overlap, where they diverge).
- A 2025 GEO Readiness Checklist (entities, structured data, knowledge graph alignment, content formats, sources/citations, brand signals).
- A practical Agency/Team GEO Audit Rubric to verify what their current SEO partner is (or isn't) doing.
- A GEO Measurement Framework: inclusion rate in AI answers, citation share of voice, entity coverage, structured data health, page-type performance, and complementary SEO KPIs.

AGENDA

- What is GEO, and how does it compare to SEO (60 min)
- How GEO has changed and the impact on SEO (60 min)
- Preparing your site for GEO in 2025 and beyond (90 min)
- Is your team/agency already doing GEO?

FACULTY

William J. Zahn
Senior Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



How AI is Changing Your Customer

Your customer is no longer who you think they are.

They're not a persona, a segment, or a dot in your funnel. They're a person moving through shifting life situations—moments of need, confusion, urgency, and choice. And AI is quietly reshaping those situations well before your brand even arrives.

In this session, you'll explore how AI is changing not just what customers do, but how they decide, what they notice, and where they place trust. If you're responsible for marketing, insight, digital, or growth, this is your chance to step back, see more clearly, and reimagine how your organization shows up in the moments that matter. This session helps leaders see how AI is rewriting the rules of customer understanding—and what that means for strategy, insight, and brand behavior.

WHO SHOULD ATTEND?

This one-day course is designed for senior marketing and strategy leaders who are responsible for customer engagement, growth, and digital transformation. Ideal participants include:

- Chief Marketing Officers and Marketing VPs.
- Customer Experience Directors.
- Digital Strategy Leaders.
- Growth and Revenue Leaders.
- Brand and Product Marketing Executives.

LEARNING OBJECTIVES

- Recognize and articulate the ten key ways AI is reshaping customer decision-making beyond traditional marketing frameworks.
- Understand why traditional customer research methods (surveys, focus groups, personas, journey maps) may be missing critical changes in how people actually make decisions.
- See their customers as people in dynamic situations rather than static segments or predictable funnel stages.
- Question whether their current customer strategies are optimized for behaviors that are rapidly becoming obsolete.

FACULTY

Parthasarathy Krishnamurthy
Larry J. Sachnowitz Professor of Marketing

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Mini-MBA in Digital Marketing (5-Days)

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 explores the dynamic world of digital marketing, focusing on strategies and tactics for effectively reaching and engaging target audiences online. Participants will learn about topics such as digital marketing strategy, content marketing, social media marketing, search engine optimization (SEO), and analytics tools to measure campaign performance and optimize marketing efforts. Participants will also gain hands-on experience during the course.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

This course will give you an overview of:

- Forming a digital marketing strategy.
- Inbound marketing.
- Search engine optimization.
- Pay-per-click marketing with Google Ads.
- Building customer personas.
- Content marketing.
- Analytics overview.
- Choosing the right social media platforms for your business.

FACULTY

William J. Zahn
Senior Professor of Practice

TUITION & DATES

Spring & Fall
Five-Days: \$4,995

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec



Search Engine Advertising

Search engine advertising allows organizations to gain immediate visibility when potential customers are actively searching for products or services. This course focuses on the strategic and tactical use of pay-per-click (PPC) advertising to drive qualified traffic, control marketing spend, and measure return on investment.

Participants will learn how paid search campaigns are structured, how keywords and ad copy influence performance, and how bidding and budgeting decisions impact results. Through hands-on exercises, the course emphasizes optimizing campaigns for profitability and using data to continuously improve paid search performance.

WHO SHOULD ATTEND?

This course is ideal for digital marketers, business owners, and marketing professionals who want to enhance their understanding of search engine optimization and its role in a successful search marketing strategy. It is also beneficial for individuals looking to improve their website's visibility in paid search results and drive more traffic to their site.

- A/B testing.
- Campaign creation.
- Campaign management.

FACULTY

William J. Zahn
Senior Professor of Practice

Danny Gavin
Adjunct Faculty

LEARNING OBJECTIVES

- Gain practical skills to attract more relevant visitors to your site through effective PPC techniques.
- Engage in practical challenges to apply PPC concepts and see immediate results from your efforts.
- Access up-to-date information and strategies in PPC to ensure your tactics are aligned with the latest search engine algorithms.
- Complement your PPC knowledge with insights into the broader search marketing landscape, including search engine advertising strategies.

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

KEY TOPICS

- Keyword research.
- Conversion optimization.
- Search engine advertising.
- Remarketing.
- PPC copywriting.
- Display advertising.

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Search Engine Optimization

Search engines have changed the way people get information and make purchase decisions. When customers search the web for your product or service, will they see your company in the results? Will they click through to your website?

The two legs of a successful search marketing program are 1) using search engine optimization (SEO) to enhance your position in organic search results, and 2) managing pay-per-click (PPC) advertising to ensure the profitability of paid search results. This course covers the SEO side of successful search marketing. Like our companion course in PPC advertising, it will provide up-to-date and practical search marketing information and give you practice at hands-on challenges. You'll be empowered to use what you learn from this course to start driving traffic to websites immediately.

WHO SHOULD ATTEND?

This course is ideal for digital marketers, business owners, and marketing professionals who want to enhance their understanding of search engine optimization and its role in a successful search marketing strategy. It is also beneficial for individuals looking to improve their website's visibility in organic search results and drive more traffic to their site.

LEARNING OBJECTIVES

- Learn how to optimize your website to improve its ranking in search engine results, making it easier for potential customers to find you.
- Gain practical skills to attract more relevant visitors to your site through effective SEO techniques.
- Engage in practical challenges to apply SEO concepts and see immediate results from your efforts.
- Access up-to-date information and strategies in SEO to ensure your tactics are aligned with the latest search engine algorithms.
- Complement your SEO knowledge with insights into the broader search marketing landscape, including pay-per-click advertising strategies.

KEY TOPICS

- Importance of SEO.
- Fundamentals of Inbound Marketing.
- Keyword research and tracking.
- On-page optimization.
- Off-page optimization.
- Understanding searcher intent.
- The influence of content and social media on SEO.
- Outreach for SEO & Local SEO.
- Conversion and analytics.
- SEO Tools.

FACULTY

William J. Zahn

Senior Professor of Practice

Danny Gavin

Adjunct Faculty

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

Social Media Marketing

In today's economy, companies that are behind the curve in social media are putting themselves at a competitive disadvantage. Successful companies need effective and profitable social media strategies. After this course, you will be able to use social media tools and platforms to promote and position your brand.

WHO SHOULD ATTEND?

This course is ideal for marketing professionals, business owners, social media managers, and anyone involved in brand promotion who wants to enhance their understanding of effective social media strategies. It is particularly beneficial for those looking to transition from traditional marketing approaches to integrating social media into their overall marketing strategy.

LEARNING OBJECTIVES

- Gain practical knowledge on using social media platforms to effectively promote and position your brand.
- Learn how to avoid mistakes often made by following outdated or misleading social media advice.
- Develop detailed buyer personas to better connect with and engage your target audience.
- Discover how to collect and analyze social media data to generate actionable insights and improve your marketing strategies.
- Understand how to keep up with evolving social media developments and measure the outcomes of your social media efforts.

KEY TOPICS

- The mistakes you'll make if you listen to social media "gurus".
- Where social media really fits in with marketing.
- Building a buyer persona to connect with your target market.
- Transitioning an organization with a focus on traditional marketing to an organization with a focus on "tradigital" marketing.
- Listening to and engaging your target audience.
- Tools for listening to social conversations relevant to your business.

- Finding and adding followers on social media.
- Collecting and analyzing social data to uncover actionable insights for your business.
- Engaging and nurturing your target audience through the buying cycle.
- Understanding paid, owned, and earned social media.
- Strategies for keeping up with social media developments.
- Measuring and reporting social media marketing outcomes.
- Allowing and encouraging social employees.

FACULTY

William J. Zahn
Senior Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Technology Commercialization

Technology Commercialization, delivered as a suite of mini courses, will provide experiential learning in innovation and entrepreneurship with a focus on technology-driven value creation. This course will focus on both creating new ventures and on growth within existing companies, ventures, and other types of entities through innovation and commercialization of products, services, solutions, social and cause-based activities, etc. We will bring together aspects of strategic innovation, customers and markets, product lifecycle management and development, strategic planning, scaling, and value realization. Using a structured methodology, students will be exposed to a systematic approach to technology commercialization as relevant to the world we live in today.

We will use a project-based experiential approach – forming teams with complementary and diverse members as two to four student cohorts that would journey through the various aspects of commercialization, culminating in intermediate report-outs and a comprehensive deliverable in the shape of a business plan and pitch. The deliverables of each project would be completed as different modules and submodules are delivered to the class. By the end of all modules, each team would have developed a comprehensive business plan for an innovative idea they bring to class, or assigned to them, as a launch roadmap for a start-up, or as a growth initiative within an existing enterprise.

WHO SHOULD ATTEND?

This course would benefit UH technology developers, professionals working in corporate R&D, marketing, or product management roles, seniors, or graduate students in the colleges of business, engineering, sciences, design, and other disciplines - interested in growing new ideas or leading growth at an existing enterprise.

LEARNING OBJECTIVES

The premise for this course is that Innovation, Entrepreneurship, and Resulting Value are highly interdependent for the successful commercialization of technology. Where innovation in new ideas, inventions, and concepts must be paired with structured, passionate, and dedicated entrepreneurship to create value.

Upon completing the course, students will be able to:

- Lead commercialization of technology.
- Develop business / strategic plans.
- Create and manage a start-up and/or start a new initiative at a corporation.
- Get “pitch ready.”

FACULTY

Saiyid Kamal, Ph.D.
Lecturer

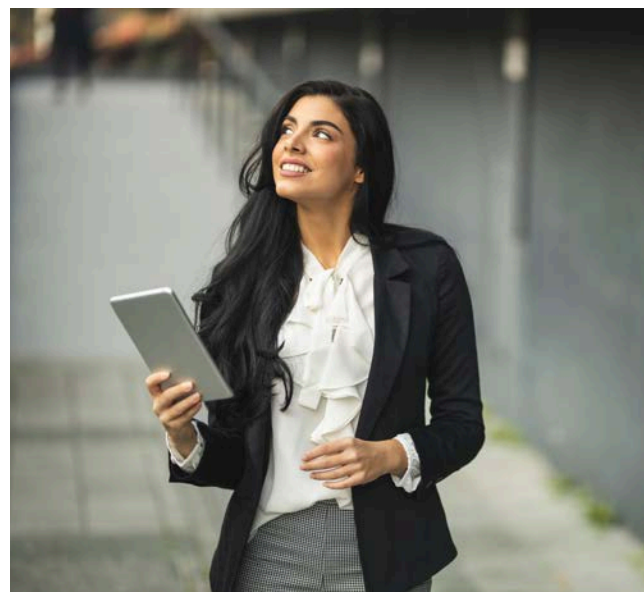
TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company’s location



Web Analytics

Successful marketing requires a unique blend of art and science. As we move from Web 2.0 to Web 3.0 and beyond, the wealth of data and information available to marketers has increased exponentially. This course introduces you to web analytics and helps you create a comprehensive strategy for measuring your inbound marketing activities.

WHO SHOULD ATTEND?

This course is ideal for marketing professionals, content creators, and business leaders who want to leverage data-driven insights to enhance their marketing strategies. It's also suitable for those looking to stay ahead of industry trends and improve their ability to measure and optimize marketing performance.

LEARNING OBJECTIVES

- Awareness of what Web analytics is, and what a Web analytics program can and cannot tell you.
- An understanding of which tools and metrics are useful to a Web analytics program.
- Knowledge of which available metrics are most useful to your particular online business, and how they should be used.

FACULTY

William J. Zahn
Senior Professor of Practice

Danny Gavin
Adjunct Faculty

TUITION & DATES

Spring & Fall
Half-Day: \$710

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Winning Marketing Strategies Using Generative Artificial Intelligence (AI) (4-Day)

Every successful company will have a cohesive marketing strategy that will create value for its customers and collaborators, as well as provide ongoing value for itself. The course will cover marketing strategy and planning using the Mission, Vision, Objective, Situation Analysis, Strategy, Tactics, and Execution (MIVOSSTE) framework to develop marketing strategies and plans. The class will show how AI can be used to make the process easier and provide the marketing strategists with multiple strategic options.

WHO SHOULD ATTEND?

This class will be of value to executives, managers, and leaders at every level who are responsible for developing and implementing marketing strategies for their organization.

LEARNING OBJECTIVES

- Understand the process of developing a marketing strategy.
- Develop research plans to support marketing strategies.
- Develop a strategy that creates value for the company, its customers, and its collaborators.
- Develop tactics plan and identify needed resources to deploy the strategy.
- Develop an execution plan to implement strategy and tactics.

AGENDA

- Day 1 Morning - Setting Mission and Vision.
- Day 1 Afternoon - Setting the objectives.
- Day 2 Morning - Determining research to be performed to identify customers, job to be done, size of market, and breakeven points.
- Day 2 Afternoon - Continue research needed and setting strategy parameters.

- Day 3 Morning - Determine Strategy components of price, place, product, and promotion.
- Day 3 Afternoon - Finalize strategy and begin to develop tactics for workforce, cash requirements, operating procedures, and fixed assets.
- Day 4 Morning - Develop execution plan to implement strategy.
- Day 4 Afternoon - Review full plan of Mission, Vision, Objectives, Situation Analysis, Strategy, Tactics, and Execution (MIVOSSTE).

FACULTY

Gary W. Randazzo, MBA
Instructor

TUITION & DATES

Spring & Fall
Four-Days: \$4,200

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

ARTIFICIAL INTELLIGENCE (AI)



DOWNLOAD BROCHURE



isu.pub/KLShuwx

Artificial Intelligence: Business Applications & Best Practices (2-Day Course)

Artificial Intelligence and its possible business implications have been topics of interest in both popular and business media. However, there are no guidelines that link the different kinds of AI to their possible business applications. There are no best practice guidelines for linking the different capabilities of AI to specific business applications. This course will address the needs of senior and middle managers in understanding the capabilities of different kinds of AI and how these may be combined for various business applications. Participants will learn how to combine different AI systems for specific applications, what the risks and rewards are of implementing AI-based solutions to business problems. Senior executives will learn how to use the AI Deployment Map – a set of tools that guide managers in integrating AI into their business operations.

WHO SHOULD ATTEND?

- Seasoned executives, directors, senior managers, and heads of functions who want to understand the opportunities and challenges posed by AI platforms.
- Managers who want to learn how to integrate AI into their business and develop custom solutions to business problems.
- Managers of the IT function who want to develop a capability map for implementing AI-based solutions.
- Individual contributors, entrepreneurs, and solution providers who want to offer AI-based solutions to companies to solve specific problems.

LEARNING OBJECTIVES

- Different kinds of AI platforms and the capabilities of each.
- How to map the capabilities of specific AI systems to business applications.
- Best practices in implementing AI in specific business contexts.
- Identifying CSFs, KPI, and Metrics for different kinds of AI implementations.

- Learn to formulate a strategic AI-based solution for a business problem.
- Design an AI solution with the 3Ps: Platforms, Processes, People.
- Learn to measure the readiness of the business for an AI-based solution.
- Learn to use the AI Digital Quotient of Work Tool to measure AI readiness and create a tracking plan for implementing AI solutions.

FACULTY

Ravi Aron, Ph.D.

Professor of Healthcare Strategy & Technology
Research Director, Healthcare Business Institute

TUITION & DATES

Spring & Fall

Two-Day: \$2,800

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

Business Communication and Artificial Intelligence (AI)

Participants may select any 3 Executive Management & Leadership courses to create their own certificate.

Business Communication and Artificial Intelligence (AI) is an innovative course designed to prepare professionals for the future of communication in the digital age. This course bridges traditional business communication practices with the transformative power of AI, providing participants with the tools and techniques to enhance clarity, efficiency, and effectiveness in professional interactions. Through practical exercises and real-world examples, participants will explore AI-driven communication platforms, strategies for leveraging AI in decision-making, and methods for maintaining authenticity and empathy in technology-assisted communication.

WHO SHOULD ATTEND?

This course is ideal for business professionals, team leaders, managers, and entrepreneurs who seek to enhance their communication skills while integrating AI technologies into their workflows. It is also suitable for anyone interested in understanding how AI is reshaping communication in the modern workplace.

LEARNING OBJECTIVES

- **Understand AI's Role in Business Communication:** Explore how AI technologies influence professional communication, from email to presentations and virtual meetings.
- **Leverage AI Tools:** Learn to use AI-driven tools such as chatbots, language models, and predictive analytics to streamline communication processes.
- **Enhance Decision-Making:** Develop skills to interpret and communicate data insights effectively with the support of AI.
- **Maintain Authenticity and Empathy:** Learn techniques to ensure human connection and authenticity in AI-assisted communication.
- **Optimize Collaboration:** Discover strategies for using AI to improve team collaboration and productivity.
- **Develop AI-Driven Communication Strategies:** Design communication plans that integrate AI while aligning with organizational goals.

- **Navigate Ethical Considerations:** Understand the ethical and privacy implications of using AI in communication and how to address them responsibly.
- **Future-Proof Communication Skills:** Stay ahead by adopting emerging AI trends and technologies in the field of business communication.

FACULTY

Cate Wengelnik, Ph.D.
Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

UH Campus

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Generative Engine Optimization

AI overviews, answer engines, and chat-based results are reshaping how buyers discover brands. GEO (Generative Engine Optimization) is the discipline of earning visibility, citations, and inclusion within generative answers across platforms (Google AI Overviews, Perplexity, ChatGPT, Gemini, etc.). This course clearly differentiates GEO vs. SEO, shows how GEO is changing the funnel, and gives executives a concrete plan to audit, implement, and measure GEO alongside traditional SEO.

WHO SHOULD ATTEND?

- Marketing & Growth Leaders
- Chief Marketing Officers & VPs
- SEO Managers
- Product Marketing, Content & Communications Leads

LEARNING OBJECTIVES

- A shared vocabulary for GEO and a clear comparison to SEO (where they overlap, where they diverge).
- A 2025 GEO Readiness Checklist (entities, structured data, knowledge graph alignment, content formats, sources/citations, brand signals).
- A practical Agency/Team GEO Audit Rubric to verify what their current SEO partner is (or isn't) doing.
- A GEO Measurement Framework: inclusion rate in AI answers, citation share of voice, entity coverage, structured data health, page-type performance, and complementary SEO KPIs.

AGENDA

- What is GEO and how does it compare to SEO (60 min)
- How GEO has changed and the impact on SEO (60 min)
- Preparing your site for GEO in 2025 and beyond (90 min)
- Is your team/agency already doing GEO?

FACULTY

William J. Zahn
Senior Professor of Practice

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

- UH Campus



How AI is Changing Your Customer

Your customer is no longer who you think they are.

They're not a persona, a segment, or a dot in your funnel. They're a person moving through shifting life situations—moments of need, confusion, urgency, and choice. And AI is quietly reshaping those situations well before your brand even arrives.

In this session, you'll explore how AI is changing not just what customers do, but how they decide, what they notice, and where they place trust. If you're responsible for marketing, insight, digital, or growth, this is your chance to step back, see more clearly, and reimagine how your organization shows up in the moments that matter.

This session helps leaders see how AI is rewriting the rules of customer understanding—and what that means for strategy, insight, and brand behavior.

WHO SHOULD ATTEND?

This one-day course is designed for senior marketing and strategy leaders who are responsible for customer engagement, growth, and digital transformation. Ideal participants include:

- Chief Marketing Officers and Marketing VPs.
- Customer Experience Directors.
- Digital Strategy Leaders.
- Growth and Revenue Leaders.
- Brand and Product Marketing Executives.

LEARNING OBJECTIVES

- Recognize and articulate the ten key ways AI is reshaping customer decision-making beyond traditional marketing frameworks.
- Understand why traditional customer research methods (surveys, focus groups, personas, journey maps) may be missing critical changes in how people actually make decisions.
- See their customers as people in dynamic situations rather than static segments or predictable funnel stages.
- Question whether their current customer strategies are optimized for behaviors that are rapidly becoming obsolete.

FACULTY

Parthasarathy Krishnamurthy

Larry J. Sachnowitz Professor of Marketing

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Mini-MBA in Artificial Intelligence (5-Days)

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 the application of artificial intelligence (AI) in business contexts. Participants will gain insights into AI-driven decision-making, language learning models, and their practical applications in various industries. Topics may include predictive analytics, machine learning, computer vision, and AI-driven decision-making processes.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

- Understand core business fundamentals and the role of AI in decision-making.
- Apply AI tools such as predictive analytics and machine learning to business problems.
- Leverage language models (e.g., ChatGPT) to create organizational value.
- Evaluate real-world AI applications across industries.
- Implement AI best practices responsibly and effectively.

LEARN MORE



bauer.uh.edu/exec

FACULTY

Norman Johnson, Ph.D.

Chair of Decision and Information Sciences & Bauer Professor of Business Analytics

Ravi Aron, Ph.D.

Professor of Healthcare Strategy & Technology Research Director, Healthcare Business Institute

TUITION & DATES

Spring & Fall

Five-Days: \$4,995

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Winning Marketing Strategies Using Generative Artificial Intelligence (4-Days)

Every successful company will have a cohesive marketing strategy that will create value for its customers and collaborators, as well as provide ongoing value for itself. The course will cover marketing strategy and planning using the Mission, Vision, Objective, Situation Analysis, Strategy, Tactics, and Execution (MIVOSSTE) framework to develop marketing strategies and plans. The class will show how AI can be used to make the process easier and provide the marketing strategists with multiple strategic options.

WHO SHOULD ATTEND?

This class will be of value to executives, managers, and leaders at every level who are responsible for developing and implementing marketing strategies for their organization.

LEARNING OBJECTIVES

- Understand the process of developing a marketing strategy.
- Develop research plans to support marketing strategies.
- Develop a strategy that creates value for the company, its customers, and its collaborators.
- Develop a tactics plan and identify needed resources to deploy the strategy.
- Develop an execution plan to implement strategy and tactics.

AGENDA

- Day 1 Morning - Setting Mission and Vision.
- Day 1 Afternoon - Setting the objectives.
- Day 2 Morning - Determining research to be performed to identify customers, job to be done, size of market, and breakeven points.
- Day 2 Afternoon - Continue research needed and setting strategy parameters.

- Day 3 Morning - Determine Strategy components of price, place, product, and promotion.
- Day 3 Afternoon - Finalize strategy and begin to develop tactics for workforce, cash requirements, operating procedures, and fixed assets.
- Day 4 Morning - Develop execution plan to implement strategy.
- Day 4 Afternoon - Review full plan of Mission, Vision, Objectives, Situation Analysis, Strategy, Tactics, and Execution (MIVOSSTE).

FACULTY

Gary W. Randazzo, MBA
Instructor

TUITION & DATES

Spring & Fall
Four-Days: \$4,200

LOCATION

- UH Campus

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

“Overall, the Bauer Mini-MBA program exceeded my expectations and equipped me with tools and insights that I will use immediately in my career.”

Lane Lackey
H2B, Inc.

DATA ANALYTICS



DOWNLOAD BROCHURE



isu.pub/MOZsWzp

Data Analytics for Decision-Making and Problem-Solving for Executives and Managers (2-Day Course)

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.

This course presents an overview as well as practical guidelines for applying analytics and data to complex business decisions as they arise.

WHO SHOULD ATTEND?

- Senior leaders who need to understand the strategic value of data make high-level decisions and guide the organization's direction.
- Decision makers responsible for key strategic initiatives in their organization seeking to improve operational efficiency.
- Managers who want to optimize processes and improve operational performance through data-driven insights and solutions.
- Individuals wanting to enhance their skills in interpreting complex data sets.

LEARNING OBJECTIVES

- Understand the role of data analytics and how it can be leveraged to make informed decisions and solve complex issues within an organization.
- Develop and implement data-driven strategies to address organizational challenges, optimize processes, and increase overall performance.
- Interpret and analyze key data metrics critical for strategic decision-making.

FACULTY

Norman Johnson, Ph.D.

Chair of Decision and Information Sciences & Bauer Professor of Business Analytics

TUITION & DATES

Spring & Fall

Two-Day: \$2,840

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location

LEARN MORE



bauer.uh.edu/exec

Mini-MBA in 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 the application of artificial intelligence (AI) in business contexts. This specialization delves into the realm of data analytics, covering techniques and tools used to analyze and interpret large datasets for strategic decision-making. Participants will learn about data mining, data visualization, statistical analysis, and predictive modeling, with a focus on extracting actionable insights to drive business growth and innovation.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

This course will give you an overview into:

- Data-driven business models.
- Value of data.
- Agile analytics.
- Problem solving and research framework.
- Analytics paradigms.
- Machine learning applications.
- Large-scale field experimentation.
- Decision making biases.
- AI and the future of work.

FACULTY

Briceon Wiley, Ph.D.
Professor of Practice

TUITION & DATES

Spring & Fall
Five-Days: \$4,995

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu



“It was the perfect blend of business fundamentals and forward-looking AI applications, and I would absolutely recommend it to colleagues looking to sharpen their leadership and stay ahead in a technology-driven world.”

Ally Finken
Apache

HEALTHCARE LEADERSHIP



DOWNLOAD BROCHURE



isu.pub/acm7tFJ

Clinical Research Finance (Three-Day Bootcamp)

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 aren'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. The use of case studies enables students to practice the concept(s) discussed during each session and will serve to reinforce the learning experiences.

This 3-day boot camp takes the participant through the clinical research financial life cycle using case studies and a review course in preparation for the assessment. This course will provide participants with a certificate in Clinical Research Finance and the knowledge and skillsets to perform clinical research tasks in a compliant manner; thus, setting the foundation for a successful career in clinical research.

WHO SHOULD ATTEND?

- Medical School students interested in clinical research.
- Accounting or Finance students (Undergraduate and Graduate).
- Individuals interested in clinical research finance.
- Individuals currently employed in the clinical research industry.

LEARNING OBJECTIVES

- Discuss federal and billing regulations while building compliant clinical research billing program.
- Describe the financial feasibility process and deciding to perform/participate in clinical research study.
- Describe the creation of the Medicare Coverage Analysis (MCA), determining coverage of items and services and incorporating MCA into clinical trial budget.
- Discuss integrating MCA into an electronic health record and managing patient and sponsor billing by leveraging system integrations and mitigating organizational risk.

LEARN MORE



bauer.uh.edu/exec

FACULTY

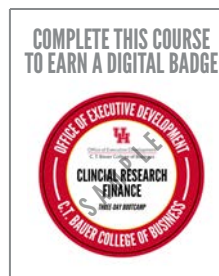
Mary L. Veazie, MBA, CPA, CHC, CHRC
Clinical Research Consultant

TUITION & DATES

Spring & Fall
Three-Day: \$4,250

LOCATION

- UH Campus



Financial Accounting 101 for Non-Accounting Managers in Healthcare

This course provides an introduction to essential accounting and financial management concepts for non-accounting managers in healthcare organizations. It focuses on entry-level financial accounting, financial statement analysis, cost and management accounting, and capital budgeting, all within a healthcare systems context.

Participants will learn how financial information is created, how to read and interpret key financial statements, and how financial data supports planning, budgeting, performance evaluation, and capital investment decisions. The course emphasizes practical application to help managers better understand financial reports and communicate effectively with finance professionals.

WHO SHOULD ATTEND?

Non-Accounting managers working in hospitals and healthcare organizations.

LEARNING OBJECTIVES

At the end of this course, the audience should have a basic understanding of:

- Financial Accounting & Reporting.
- How to Use and Interpret Financial Statements.
- Performance Evaluation.
- Planning & Budgeting for Healthcare.
- Capital Budgeting Techniques.

AGENDA

This one-day course will cover:

- Basic Financial Accounting & Reporting.
- Preparation and Understanding of Financial Statements.
- Security of Financial Instruments & Internal Controls.
- How to Use and Interpret Financial Statements.
- Performance Evaluation.
- Cost/Management Accounting including Planning & Budgeting for Healthcare, Cost/Volume/Profit Analysis, and ABC (Activity Based Costing).
- Incremental Analysis.
- Capital Budgeting Techniques.

FACULTY

Michael Newman, Ph.D.
Professor of Practice
Director of Accounting Programs

TUITION & DATES

Spring & Fall
One-Day \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Leading Change for Healthcare Professionals:

The Art and Science of Managing Change in Complex Healthcare Systems

Healthcare organizations operate in one of the most complex, regulated, and human-centered environments—where change directly impacts patient safety, clinical outcomes, staff well-being, and financial sustainability. Leaders are constantly navigating transformation initiatives such as care model redesign, digital health implementation, regulatory mandates, workforce challenges, and cost pressures.

This immersive one-day workshop equips healthcare leaders with a practical, structured change management framework, hands-on tool application, and coaching-based leadership skills to successfully guide change in clinical and non-clinical settings. Using a realistic healthcare case study (or participants' real initiatives), participants will design a tailored change plan that addresses stakeholder resistance, aligns clinical and operational priorities, and drives sustainable adoption.

WHO SHOULD ATTEND?

- Healthcare executives and senior leaders.
- Physician leaders, medical directors, and clinical chiefs.
- Directors and managers leading operational, clinical, or digital initiatives.
- Project and program managers in healthcare systems.
- Change leaders involved in care delivery, quality improvement, or transformation efforts.

LEARNING OBJECTIVES

- Apply a structured change management methodology within clinical, operational, and administrative environments.
- Clarify the leader's role as sponsor of healthcare change initiatives and effectively engage physician and executive sponsors.
- Use foundational change tools adapted for healthcare settings:
 - Change vision statements aligned to patient care and outcomes.
 - Change readiness assessments addressing clinical risk and capacity.
 - Stakeholder analysis, including clinicians, administrators, patients, and external regulators.
 - Communication planning across multidisciplinary teams.
- Apply coaching and influence skills to manage resistance, engage clinicians, and lead through uncertainty.

FACULTY

Miguel Lozano, Ph.D.
Adjunct Faculty

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



Transparency in Healthcare

Healthcare providers are charged with sharing critical information with the healthcare consumer that ensures appropriate care, safety, and the foundation for patients and care teams to make informed decisions (Kaplan, 2018). However, this is not possible without a strong culture of internal transparency. Participants will develop an understanding of transparency that creates healthy boundaries, quality, and balance across the organization, leading to cultures that value transparency as a hallmark of trust, individual and organizational growth, and a more collaborative approach to patient care.

Balancing solidarity with respect to subsidiarity, participants will identify the individual, departmental, and systemic barriers to trust and transparency. Further, the session will provide the positives and negatives associated with transparency that create a holistic understanding and provide the basis for implementation.

WHO SHOULD ATTEND?

This course is ideal for healthcare professionals, administrators, and leaders who are committed to enhancing transparency within their organizations. It is particularly beneficial for those involved in patient care, quality improvement, and organizational development, as well as anyone interested in fostering a culture of trust and collaboration in healthcare settings.

LEARNING OBJECTIVES

- Gain insights into how transparency contributes to improved patient care, safety, and informed decision-making.
- Develop strategies to foster a culture that values transparency, leading to better trust and collaboration within the organization.
- Learn to identify and address individual, departmental, and systemic barriers to transparency.
- Understand the pros and cons of transparency to implement it effectively and avoid potential pitfalls.
- Receive practical guidance on implementing transparency measures that support both individual and organizational growth.

FACULTY

Anthony Andenoro, Ph.D.

Professor of Business and the Senior Director for Leadership & Strategic Initiatives for William Woods University

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu



“I feel empowered to lead my team with fresh perspectives and valuable tools I’ve gained throughout this program.”

Ana Gutierrez Cespedes
GEICO

ENERGY



DOWNLOAD BROCHURE



isu.pub/rBxAT8C

Energy Transition (2-Day Certificate)

This certificate is designed to introduce students to the significant changes to the global energy industry and other related industries, resulting from the transition to a low-carbon energy world. Topics may include drivers and challenges of the energy transition, new energy value chains, and the implications of the transition on the energy industry and other industries.

WHO SHOULD ATTEND?

- Mid- to senior-level energy professionals in oil, gas, renewables, and utilities.
- Executives and managers responsible for strategy, sustainability, and investment decisions.
- Policy makers and regulators navigating energy transition challenges and opportunities.
- Financial and investment professionals evaluating low-carbon energy investments.
- Consultants and advisors supporting energy transition strategies across industries.

LEARNING OBJECTIVES

- Understand the current global energy system.
- Identify the drivers and challenges for the global energy transition.
- Understand the uncertainties on the nature and pace of the transition.
- Analyze different scenarios for the evolution of energy sources and uses.
- Identify the new energy value chains required for a low-carbon energy world.
- Understand investment implications for the energy industry.
- Understand how current energy players might evolve and how new entrants might build business in the low-carbon energy world.
- Understand the implications of the transition on other industries.

COURSES

- The Current Global Energy System and the Drivers and Challenges of the Energy Transition
- Scenarios for Evolution to a Low-Carbon Energy World
- New Energy Value Chains and Investment Requirements
- Implications of the Transition on the Energy Industry and Other Industries

FACULTY

Greg Bean

Executive Director, Gutierrez Energy Management Institute

TUITION & DATES

Spring & Fall

Two-Day: \$2,800

LOCATION

Courses can be delivered:

- UH Campus
- Remote
- On-site at company's location



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.

WHO SHOULD ATTEND?

This course is ideal for energy sector professionals in leadership or managerial roles who are responsible for overseeing human resources, organizational strategy, or workforce development. It is also suitable for HR specialists and strategic planners within the energy industry who aim to enhance their leadership skills and drive organizational success.

LEARNING OBJECTIVES

- Learn how government regulations, staffing, compensation, training, and performance management differ in the energy industry from other industries.
- Learn the current human resource management challenges in the energy sector.
- Learn analytical and problem-solving frameworks for strategy formulation, including the analysis of the external environment, internal resources and capabilities, management preferences, and the organization.
- Debate the relationship between the Energy Industry and its most important stakeholder - society.

FACULTY

Steve Werner, Ph.D.

JPMorgan Chase Professor of International Business and Chair of the Management & Leadership Department

TUITION & DATES

Spring & Fall

One-Day: \$1,420

LOCATION

- UH Campus

LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Mini-MBA in Energy Transition

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 the application of artificial intelligence (AI) in business contexts. This specialization is designed to introduce students to the significant changes in global energy and related industries resulting from the transition to a low-carbon energy world. Participants will explore topics such as the current global energy system, the evolution of energy sources, energy economics, and the business implications of shifting towards a low-carbon future.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.
- Understand how current energy players might evolve and how new entrants might build business in the low-carbon energy world.
- Understand the implications of the transition on other industries.

LEARNING OBJECTIVES

- Understand the current global energy system.
- Identify the drivers and challenges for the global energy transition.
- Understand the uncertainties on the nature and pace of the transition.
- Analyze different scenarios for the evolution of energy sources and uses.
- Identify the new energy value chains required for a low-carbon energy world.
- Understand investment implications for the energy industry.

FACULTY

Greg Bean

Executive Director, Gutierrez Energy Management Institute

TUITION & DATES

Spring & Fall

Five-Days: \$4,995

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec



SUPPLY CHAIN MANAGEMENT



DOWNLOAD BROCHURE



isu.pub/rBxAT8C

Foundations of Supply Chain Management

The emergence of global competition, e-commerce, trade wars, and the Covid-19 pandemic makes supply chain management a focal topic in corporate boardrooms. Despite numerous complexities and challenges (disasters, geopolitical factors, scarcity of resources, etc.) facing firms in the last decade, the Covid-19 pandemic drove home the point that many firms are not prepared to deal with the consequences of supply chain disruptions, and experienced major failures. However, the pandemic highlights the importance of supply chain planning and execution, not only for firm success, but also for meeting essential consumer needs, such as medical supplies, food, and consumer products. In many industries, firms that survived the storm are those that embraced technological advancements, flexibility, quick response, and the ability to adapt. These companies were able to quickly reorganize their supply chain activities and emerge as resilient leaders of their industries.

WHO SHOULD ATTEND?

This course is ideal for senior executives, board members, and functional leaders who influence strategy and oversee operations. It is especially valuable for those seeking to strengthen their understanding of how supply chain strategy, risk, and technology contribute to resilience, competitive advantage, and firm performance.

LEARNING OBJECTIVES

This session provides participants with an overview of supply chain management and its strategic role in firm performance. The session allows participants to:

- Assess the alignment of a firm's supply chain strategy with its overall corporate strategy.
- Identify the supply chain's role in creating competitive advantage in the marketplace, and ultimately enhance the firm's market equity.
- Identify supply risk and risk mitigation strategies
- Learn about technological advancements supporting the supply chain's strategic role.
- Learn about industry best practices for supply chain management.
- More effectively contribute to discussions about the role of supply chain management within the participants' companies.

LEARN MORE



bauer.uh.edu/exec

FACULTY

Funda Sahin, Ph.D.
Professor

TUITION & DATES

Spring & Fall
One-Day: \$1,420

LOCATION

- UH Campus



Mini-MBA in Supply Chain 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 the application of artificial intelligence (AI) in business contexts. This specialization focuses on the end-to-end management of supply chains, including procurement, logistics, inventory management, and distribution. Participants will learn about supply chain optimization, supplier relationship management, demand forecasting, and sustainable supply chain practices.

WHO SHOULD ATTEND?

- Experienced professionals wanting to update or broaden their business knowledge and skills.
- Non-business majors wanting to understand business fundamentals 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.

LEARNING OBJECTIVES

This session provides participants with an overview of supply chain management and focuses on these topics:

- Demand and Supply Integration.
- Logistics Management.
- Process and Quality Management.
- SCM Strategy.

FACULTY

Funda Sahin, Ph.D.
Professor

TUITION & DATES

Spring & Fall
Five-Days: \$4,995

LOCATION

- UH Campus



LEARN MORE



bauer.uh.edu/exec



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

bauer.uh.edu/exec | 713.743.4702 | bee@bauer.uh.edu

Frequently asked questions

What's the difference between Open Enrollment and Custom Programs?

- Open Enrollment: These courses are open to individuals from various industries and companies and are held on the UH campus.
- Custom Programs: Tailored specifically to your organization's needs, these programs offer flexibility in terms of size, format, length, and location.

Who typically attends an Executive Education course?

- Our courses are designed for working professionals seeking short-term training to enhance their careers. Attendees come from a variety of industries, companies, and job functions.

How do I register for a course, and are there any prerequisites?

- Register for an open enrollment course by visiting our website and signing up for the courses you're interested in. Since our courses are non-degree and non-credit, no prerequisites are required.

How much does a course cost?

- Our pricing varies depending on the length of the course. We also offer discounts for organizations enrolling multiple employees. For details, please email akdawoodi@bauer.uh.edu.

Do you offer financial aid?

- As our courses are non-degree and non-credit, we do not provide financial aid. For details on course discounts, please email akdawoodi@bauer.uh.edu.

Will I receive university credit after completing a course?

- Our courses offer Continuing Education Units (CEUs), which are not applicable to degree programs.
- However, successfully completing our Mini-MBA program can earn you a scholarship toward the Bauer Executive MBA. If you have any questions, please contact Adina Dawoodi at akdawood@central.uh.edu.

What is your refund policy?

- If you need to cancel, you can either transfer your registration to a future date or request a refund.
- Cancellations made seven days or more before the course start date receive a full refund. Cancellations made six days or less before the start date receive an 80% refund. No refunds or transfers are available once the course has started.
- Review our full program policies on our website at bauer.uh.edu/executive-development.

Do you offer digital badging?

- We offer digital badging through Credly. Participants can earn a microcredential upon successful completion of specific courses.

Where do classes take place?

- Courses can be delivered:
 - UH Main Campus
 - UH Katy Campus
 - Remote
 - On-site at company's location

Visit bauer.uh.edu/executive-development for the most recent updates for all programs. Programs and dates are subject to change.

GET IN TOUCH:

For Custom Programs:

Cheryl Baldwin, Ph.D.

Associate Dean, Professor of Practice

713-743-8984

cbaldwi2@central.uh.edu

For Open Enrollment and Certificate Programs:

Adina Dawoodi

Program Director I

713-743-8476

akdawood@central.uh.edu


Earnest Mitchell

Program Director I

713-743-5336


emitche6@Central.uh.edu

FOLLOW US ON:

 UH Bauer Executive Education

 UH Bauer Executive Education

 @BauerExecEd

 @BauerExecEd



FIND US ON LINKEDIN!

[linkedin.com/showcase/uh-office-of-executive-education/](https://www.linkedin.com/showcase/uh-office-of-executive-education/)



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



KNOWLEDGE FOR THE REAL WORLD

POWERED BY A LEADING BUSINESS SCHOOL AND TAUGHT BY
WORLD-CLASS FACULTY WITH DEEP INDUSTRY EXPERTISE



C. T. BAUER COLLEGE OF BUSINESS EXECUTIVE EDUCATION

4250 Martin Luther King Blvd, Room 350

Houston, Texas 77204-6021

(713) 743-4702 | bauer.uh.edu/executive-development



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