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

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

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

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

Sincerely,

Cheryl Baldwin
EXECUTIVE DIRECTOR, EXECUTION EDUCATION
C.T. BAUER COLLEGE OF BUSINESS
CBALDWI2@CENTRAL.UH.EDU
(713) 743-8984
EXECUTIVE MANAGEMENT & LEADERSHIP

STRATEGIC MANAGEMENT
The purpose of this workshop is to enhance your capacity to do the job of a general manager, that is, someone who leads a multi-functional group (business, division, profit center, etc.) and is responsible for the strategic performance of that group. The cases and concepts of the workshop take the total business as the unit of analysis, and the general manager of the business as the key actor. The emphasis of the workshop is on the key general management tasks of: (a) Assessing the performance of a business and forecasting its prospects as it is currently being run, (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.

TUITION: $2,800
CEUs: 1.6
FACULTY: Dusya Vera
DATES: Fall/Spring

DEVELOPING LEADER CHARACTER
This workshop focuses on the element of leadership that has largely been neglected in leadership development: Character. Although character is often thought to be a subjective construct, this workshop argues otherwise. We will discuss the concrete behaviors associated with different 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 it leads to improved decision making and judgment.

TUITION: $1,420
CEUs: 1.6
FACULTY: Dusya Vera
DATES: Fall/Spring

COURSES / EXECUTIVE MANAGEMENT & LEADERSHIP

LEADING HIGH-PERFORMANCE TEAMS
Course provides participants with key concepts and knowledge that will help them not only to understand the nature of high performance teams but also to develop and sustain them in practice. Course material integrates research and best practice from human resources management, organizational behavior, organizational psychology, leadership science, social psychology, personality psychology, sociology, and history. The course is designed to apply: (a) knowledge of the characteristics of high performance teams (differentiating them from other types of teams and work groups) and (b) assessment methodologies to prepare the participants to position their teams to achieve and sustain high performance status in both leader and non-leader roles.

TUITION: $2,800
CEUs: 1.6
FACULTY: Dusya Vera
DATES: Fall/Spring

MINI-MBA: MANAGEMENT & LEADERSHIP
The Bauer Mini-MBA is designed to expose you to the basic fundamentals of business. Led by the same faculty who teach within the renowned Bauer Executive MBA, the Mini-MBA offers high-caliber instruction within a consolidated timeframe. In addition, each Mini-MBA has a specialization that focuses in more detail on a specific discipline.

TUITION: $4,995
CEUs: 3.5
FACULTY: Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva, Amy Vandaver Novak, Dr. Steve Werner, Barbara Carlin, Alan Witt
DATES: Fall/Spring

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

TUITION: $2,400
CEUs: 2.0
FACULTY: Vanessa Patrick, Dusya Vera, JoAnna Abbott, Jamie Belinne
DATES: Fall/Spring
LEADING DIVERSITY, EQUITY & INCLUSION IN THE WORKPLACE

This three-session workshop will help participants better understand the organizational impediments to creating a diverse, equitable and inclusive organization. Participants will better understand all the dimensions of diversity and will gain a better comprehension of privilege and equity. Participants will have the opportunity to learn how to improve organizational dialogue about race, gender and LGBTQ+ issues. Participant capability to manage conflict will be assessed and tools to improve their capabilities will be described. Finally, participants will consider leadership of the self and leadership character as critical components of inclusive leadership.

TUITION: $2,800
CEUs: 2.1
FACULTY: Renu Sachdeva, Dusya Vera, JeAnna Abbott, Dalia Pineda
DATES: Fall/Spring

EFFECTIVE NEGOTIATIONS

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

TUITION: $1,420
CEUs: 1.0
FACULTY: Jeanna Abbott
DATES: Fall/Spring

COURSES / EXECUTIVE MANAGEMENT & LEADERSHIP

HUMAN RESOURCES

HUMAN RESOURCE & STRATEGIC MANAGEMENT FOR ENERGY SECTOR LEADERS

This multi-disciplinary seminar builds on frameworks from human resources and strategic management with an emphasis on how firms effectively manage people and organizations in the energy industry, and position themselves as leaders in today’s dynamic landscape. Participants will gain a toolset of frameworks and pragmatic examples that will prepare them to (a) examine what can or should be done to make people both more productive and more satisfied with their working life, and (b) think and act strategically, and achieve competitive advantage.

TUITION: $2,800
CEUs: 1.0
FACULTY: Dr. Steve Werner, Dusya Vera
DATES: Fall/Spring

EMPLOYEE RETENTION IN TURBULENT TIMES

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

TUITION: $1,420
CEUs: 0.8
FACULTY: Dr. Steve Werner
DATES: Fall/Spring

MANAGING HUMAN RESOURCES

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

TUITION: $1,420
CEUs: 0.8
FACULTY: Dr. Steve Werner
DATES: Fall/Spring

COURSES / HUMAN RESOURCES
COURSES / FINANCE & ACCOUNTING

FINANCE & ACCOUNTING

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

TUITION: $1,420
CEUs: 0.8
FACULTY: Michael Newman
DATES: Fall/Spring

MINI MASTERS OF SCIENCE IN FINANCE
An understanding of finance concepts and terminology is essential for all aspects of business and management. The mini-MSF is designed for professionals with a finance background who want a refresher course, but also for managers with other backgrounds who are exposed to finance terminology in their workplace and want to explore these topics in more depth. In this course you’ll be exposed to the following concepts and more: financial statement analysis for valuation, net present value and valuation, economic concepts for finance, mergers and acquisitions, energy finance and risk management, and personal financial planning.

TUITION: $3,500
CEUs: 2.4
FACULTY: Tom George, Paul Povel, Swati Bau, Hitesh Doshi, John Lopez, Kris Jacobs, Vijay Yerramilli, Praveen Kumar
DATES: Fall/Spring

FOUNDATIONS OF ACCOUNTING
Accounting is the language of business, and financial accounting is the scorecard markets use to evaluate who is winning and losing. Rather than teach you how to become accountants, this course will teach you how to become intelligent consumers of financial information. The course is constructed around three competencies: 1) understanding the presentation and elements of financial statements; 2) learning tools for evaluating the performance and financial health of companies; and 3) appreciating managerial incentives and the nature of accounting choices, including how they affect financial reporting. By the end of this course, you will be prepared to pick up a set of financial statements and read them with confidence.

TUITION: $1,420
CEUs: 0.8
FACULTY: Chad Larson
DATES: Fall/Spring

EXECUTIVE EDUCATION
MARKETING

DIGITAL MARKETING CERTIFICATE  
(Comprised of the 5 classes listed below)

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<td>DATES:</td>
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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?

| TUITION: | $1,420 |
| CEUs: | 0.8 |
| FACULTY: | Bill Zahn, Danny Gavin |
| DATES: | Fall/Spring |

SEARCH ENGINE ADVERTISING

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.

| TUITION: | $1,420 |
| CEUs: | 0.8 |
| FACULTY: | Bill Zahn, Danny Gavin |
| DATES: | Fall/Spring |

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.

| TUITION: | $710 |
| CEUs: | 0.4 |
| FACULTY: | Bill Zahn |
| DATES: | Fall/Spring |

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.

| TUITION: | $710 |
| CEUs: | 0.4 |
| FACULTY: | Bill Zahn, Danny Gavin |
| DATES: | Fall/Spring |

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.

| TUITION: | $1,420 |
| CEUs: | 0.8 |
| FACULTY: | Bill Zahn |
| DATES: | Fall/Spring |

MINI-MBA: DIGITAL MARKETING

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

| TUITION: | $4,995 |
| CEUs: | 3.5 |
| FACULTY: | Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva, Bill Zahn |
| DATES: | Fall/Spring |
MINI MBAs & MINI MASTERS

SUPPLY CHAIN

MINI-MBA: 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.

TUITION: $4,995
CEUs: 3.5
FACULTY: Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva
DATES: Fall/Spring

DATA ANALYTICS

MINI-MBA: DATA ANALYTICS

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

TUITION: $4,995
CEUs: 3.5
FACULTY: Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva, Kevin Hong, Nina Huang, Keran Zhao, Meng Li
DATES: Fall/Spring

HEALTHCARE

MINI-MBA: HEALTHCARE

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

TUITION: $4,995
CEUs: 3.5
FACULTY: Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva, Edward Kroger
DATES: Fall/Spring

MINI MASTERS OF SCIENCE IN FINANCE

An understanding of finance concepts and terminology is essential for all aspects of business and management. The mini-MSF is designed for professionals with a finance background who want a refresher course, but also for managers with other backgrounds who are exposed to finance terminology in their workplace and want to explore these topics in more depth.

TUITION: $3,500
CEUs: 2.4
FACULTY: Tom George, Paul Povel, Swati Basu, Hitesh Doshi, John Loper, Kris Jacobs, Vijay Veramilli, Praveen Kumar
DATES: June 3-25, 2022 (2 sessions per week)

MARKETING

MINI-MBA: DIGITAL MARKETING

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

TUITION: $4,995
CEUs: 3.5
FACULTY: Chad Larson, Dusya Vera, Funda Sahin, Swati Basu, Vanessa Patrick, Leiser Silva, Bill Zahn
DATES: Fall/Spring
COURSES / MINI MBAS & MINI MASTERS

HUMAN RESOURCES

MINI-MBA: HRM/STRATEGY IN THE ENERGY SECTOR SPECIALIZATION

In this course you’ll learn human resource management practices and challenges in the energy sector, strategy formulation, stakeholder relationships, assessment and certification ceremony.

TUITION: $4,995
CEUs: 3.5
FACULTY: Dr. Steve Werner, Dusya Vera
DATES: Fall/Spring

MANAGEMENT & LEADERSHIP

MINI-MBA: MANAGEMENT & LEADERSHIP

Courses:
› Executive Communications
› Managing Human Resources
› Ethics Workshop
› Leading High-Performance Teams
› Assessment (Friday 5pm – 6pm)
› Certification Ceremony

TUITION: $4,995
CEUs: 3.5
FACULTY: Dusya Vera
DATES: Fall/Spring
CUSTOM PROGRAMS

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

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

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

› First, we will meet with you to discuss specific learning objectives and identify the levels of the organization leadership that will need to be involved.

› Second, the faculty chosen for each class will work with you collaboratively to develop class content.

› Finally, as classes are conducted, feedback is solicited from the participants. This feedback is used in providing follow up instruction and revisions to class content.

› Our faculty have an unparalleled commitment to gaining an intimate understanding of the vision, culture, and capabilities of your company with input from your executives. We will collaborate and discuss your objectives to develop a high-impact program to identify the unique challenges your organization faces, and design a course that offers innovative, strategic solutions that give your company the competitive advantage.

› You will choose the subject matter, class content, length of classes and location for the delivery program. The faculty leading your custom program are experts and leaders in their field who will incorporate your organization’s mission, vision, strategy, and tactics into engaging class lectures and discussions.

› Our programs are not pre-developed. We customize programs specific to your industry, your individual company, and your concerns.

› Your participants will emerge equipped with the skills to leverage their knowledge into strategies for your company to attain a new level of success.
HEAR WHAT OUR CLIENTS HAVE TO SAY

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

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

PAUL J. SARVADI, CHAIRMAN & CEO INSPERITY

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

GREG KELLY, CBPA

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

RICHARD RAWSON, PRESIDENT, INSPERITY

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

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

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

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

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

JOHANNA CHIANG, SPHR, DIRECTOR OF HR, EHS, FACILITY AND GENERAL ADMINISTRATION/EXECUTIVE SECRETARY TO THE PRESIDENT
Executives from HP Inc. wanted to build an Educational Enrichment Program (EEP) for their employees to help facilitate organizational learning, primarily centered around competitive strategy and the management of change, since the company is attempting to “reinvent” itself.

**Critical Issues:**

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

*Laura Zaras, Business Program Manager for IT Transformation Initiatives*

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

*Sandra Eaton, Sr. Global Quality Manager*

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

*Alex Souza, HP Operations*

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

**Critical Issues and Vision:**

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

**Critical Issues:**

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

**Critical Issues and Vision:**

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

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

*Shushan Wu, Managing Director*
For questions regarding Custom Programs, please contact Cheryl Baldwin:
CBALDWI2@CENTRAL.UH.EDU
(713) 743-8984

For questions regarding Open Enrollment or Comprehensive Leadership courses, please contact Adina Dawoodi:
AKDAWOODI@BAUER.UH.EDU
(713) 743-4702