Executive Education

C.T. Bauer College of Business

University of Houston

Leadership Courses

Course Description

Designed for leaders at all levels, this workshop is designed to:

- Provide a three-dimensional perspective on leadership
- Apply state-of-the-art research in situational awareness and leader effectiveness
- Focus on strategies and tactics to help you, not only succeed as the leader of your work unit, but also enhance your career trajectory and avoid career "derailers"

Course Description

This workshop will focus on maximizing the effectiveness of leaders at work. Topics include:

- self-awareness
- leadership theories
- transformational and inspirational leadership

The workshop includes self-assessment exercises.

Course Description

Designed for leaders at all levels, this workshop is designed to help you:

- Diagnose the personalities of your employees and implement employee-specific plans to deal with them (including high-maintenance, problem employees)
- Diagnose your own personality in order to apply "behavioral make-up" to avoid problems with others

Course Description

This workshop provides an overview of the process of leading change in organizations. The workshop will cover issues such as:

- Assessing the need for change
- Identifying the impediments to successful change
- Techniques for gaining acceptance and support for change initiatives

Course Description

Course provides participants with key concepts and knowledge that will help them not only to understand the nature of high performance teams, but develop and sustain them in practice. The course is designed to apply:

- Knowledge of the characteristics of high performance teams (differentiating them from other types of teams and work groups)
- Assessment methodologies to prepare the participants to position their teams to achieve and sustain high performance status in both leader and non-leader roles

Course Description

Designed for leaders at all levels, this workshop is designed to help you:

- Diagnose performance impediments
- Implement customized solutions
- Promote buy-in across the work unit and among individual employees

Course Description

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:

- Concrete behaviors associated with different eleven character dimensions (accountability, drive, collaboration, courage, justice, temperance, humility, humanity, integrity, transcendence, and judgement)
- Illustrate how these behaviors can be developed, how character can be strengthened, and how it leads to improved decision making and judgement

Course Description

Giving Voice to Values (GVV) is an innovative, cross- disciplinary business curriculum and action-oriented approach for developing the skills, knowledge and commitment required to implement values-based leadership. GVV helps you identify the many ways to voice your values in the workplace. It provides the opportunity to script and practice in front of peers, equipping future business leaders not only to know what is right, but how to make it happen.

Workshop Description

The course material makes up a one-day workshop, equivalent to 8 hours of training. You will have an opportunity to experience, reflect on and broaden your knowledge competencies and skills and abilities in the area of inclusive leadership:

Knowledge competencies include:

- What equality, diversity and inclusion means for inclusive leadership
- The impact of bias and unconscious bias in decision making
- How inclusive leaders are critical thinkers
- Develop self-awareness of your own attitudes

Skills and abilities include:

- How to develop strategic plans to be an inclusive leader
- How to develop the ability to incorporate an inclusive approach into all that you say and do as a leader
- Influencing others to foster an inclusive work environment

Conference Description

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.

As a participant you will learn:

- 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"

Strategy

Course Description

The purpose of this workshop is to:

- Enhance your capacity to do the job of a general manager
- Lead a multi-functional group (business, division, profit center, etc.)
- 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.

Course Description

In the fight for market leadership, your company must be able to build a winning strategy—and execute it seamlessly across multiple business lines. This program prepares you to identify and exploit sources of competitive advantage and implement game-changing action plans.

You will develop the analytical skillsand leadership vision to:

- Forecast industry trends
- Outmaneuver the competition
- Sustain corporate success as the global economy evolves

Course Description

A major goal of the class is to build your mental "database" with useful concepts from the field of management along with improving your problem solving skills.

We will analyze real, "live" problems in organizations and applying management concepts to those problems.

The problems will be contributed by attendees.

Course Description

The program content is designed to enhance intellectual sensitivity to observed transformational trends in the world and their impact on all facets of business, culture and day to day life. It satisfies the curiosity and provides an understanding of the various moving pieces in current times impacting the decision making for success of business in the digital age.

Course Description

The primary purpose of this workshop is to provide participants with a multifaceted view of what it takes to become a global leader. We will discuss:

- The roles of global leaders
- The competencies global leaders need to develop
- The professional and personal challenges global leaders face
- Cultural agility (self-assessment included)
- Global teams
- Global leadership development in a global context

The course also explores the difference between country-specific business leaders who may be particularly adept at working in one country and global leaders who are effective across a broad range of countries and cultures.

Project & Supply Chain Management

Course Description

The Fundamentals of Project Management creates the foundation for improving performance at companies and individuals through effective project management. It is a business oriented project management course for those who want to immerse themselves in an intensive, five-day interactive program.

Course Description

Supply Chain / Operations Management (SC/OM) brings together the areas of Marketing, Engineering/Product Development, Accounting, Finance, MIS, and General Management to solve problems that ultimately focus on fulfilling customer expectations – i.e. generating revenue. Decisions made regarding SC/OM are at the heart of an executive's (and their management team's) strategic plan and success – to varying degrees -whether large corporations or small businesses. This course will focus on key concepts and knowledge that will help students understand the challenges faced by business leaders in a rapidly changing global environment.

Data Analytics

Course Description

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.

Marketing

Certificate Description

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?

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.

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.

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.

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.

Course Description

This course provides participants with a foundation in Blue Ocean Strategy using experiential learning techniques that can be applied to almost any company in any industry. Blue Ocean Strategy is a set of systematic tools that use an analytical framework to allow companies to break away from the red ocean of bloody competition and create a Blue Ocean of uncontested market spaces in which their competition is irrelevant. Based on the National best-selling book by Professors Kim and Mauborgne, Blue Ocean Strategy takes years of research in dozens of industries and demonstrates how a specific, well-executed strategy can move companies ahead of the competition.

Course Description

In today's changing environment, customer relationships are a key to ensure sustainable business success. This class will introduce the notion of *clienteling* to illustrate how you can establish long-term relationships with your key customers based on information about their preferences, behaviors and purchases. Drawing on cutting-edge insights from research coupled with case studies of leading companies, you will learn (1) the rational, emotional and sensory drivers of customer experience, (2) how to manage and integrate both offline and online customer interactions, with the goal of (3) creating a seamless customer journey that results in sustained business success.

Course Description

Effective marketers need to tell a compelling brand story that engages consumer's hearts and minds to create brand meaning. Effective brand storytelling serves as a strategic tool that marketers can use to create awareness, interest, sales conversation, positive word of mouth and brand loyalty. Drawing on theories about the art of storytelling combined with illustrative examples from real-world brands, this class will teach you how to create a brand story that can not only drive sales, but forge strong and lasting consumer-brand relationships.

Workshop Description

This course is about finding creative solutions to challenging business problems by using a *design thinking* approach. Design thinking is a creative and systematic approach to arrive at innovative solutions to business problems.

This course will:

- Provide participants with a strong conceptual understanding of the two core elements of design thinking: human-centeredness and iterative processes
- Introduce participants to the tools and methodologies to help them resolve challenging problems creatively
- Rely on provocative real-world examples to envision new solutions to enhance consumer experience and create customer value

Finance

Course Description

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.

Course Description

Course is designed to elucidate the process of a company merger/acquisition transaction.

By the end of the course, course participants will learn:

- The vocabulary of the key elements of mergers and acquisitions
- The key considerations needed when and M&A transaction is in play
- A sample M&A transaction from a buyer/acquirer perspective

(Note: There will be some discussion from a seller perspective but classwork will focus on the former.)

Course Description

This course is designed to allow participants to understand the key features of an Income Statement, Balance Sheet and Statement of Cash Flows.

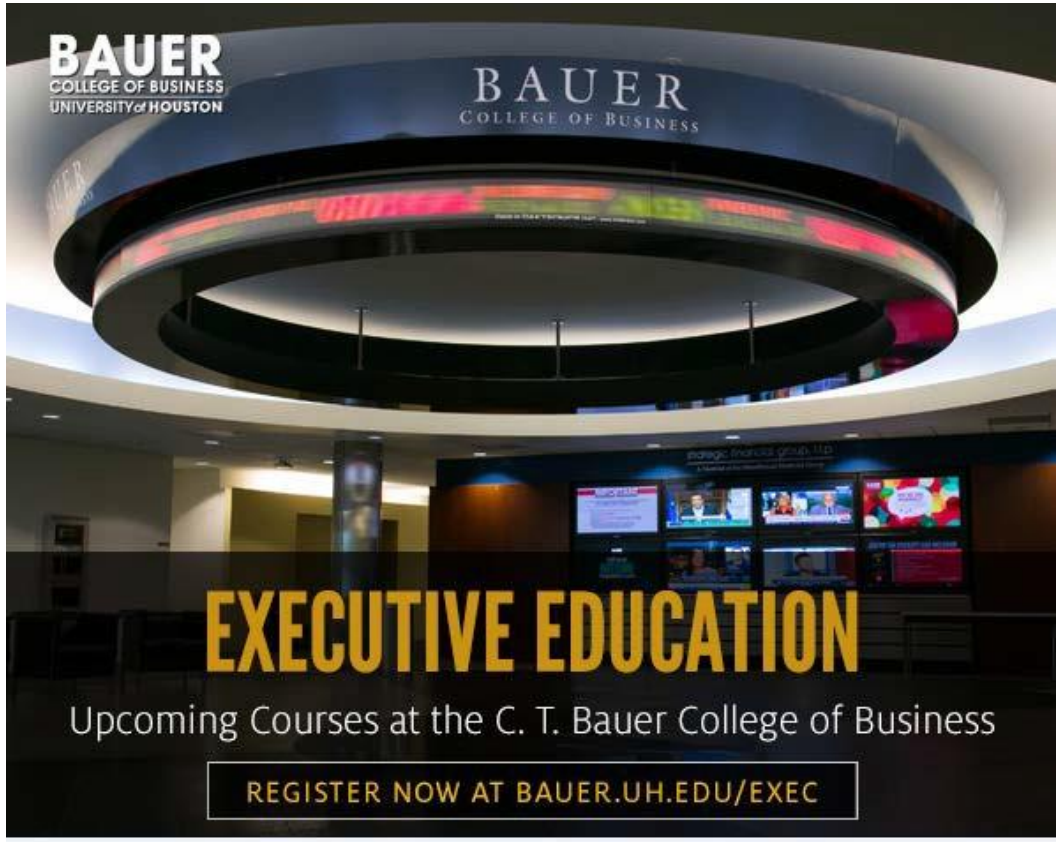
Whether you're attempting to conduct due diligence to acquire a company, to assess your company's financial position, or to maximize your understanding of a company for investment purposes, this course will give the student the insights to better understand the financial health of a company and make more informed financial decisions.

Course Description

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.

Thank You!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