

Business Management and Communication Skills Certificate Program

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PROGRAM OBJECTIVES

- To help participants develop a better understanding of the business environment
- To improve current and future technical managers' ability to formulate and implement business strategies involving marketing, finance, and human capital
- To improve participants' personal and organizational leadership and communication skills

PROGRAM OVERVIEW

This certificate program is designed to give participants the broad business management and communications background critical to managerial success in any organization. The course content was developed for those who have at least a bachelor's degree and expertise in a particular field but who wish to broaden their skill base to include managerial, leadership, and business skills. Interactions of the class develop teamwork and stimulate discussions amongst the group.

The program is completed in 10 two-day modules, each meeting on a Friday evening from 4:30 - 9:30 PM, and the next day, Saturday, from 8:30 AM - 4:30 PM and one additional special etiquette workshop. It is completed in one academic year. Module 1 begins on Friday at 4:00 PM to allow time for a program introduction.

The program was developed by Michigan State University's The Eli Broad Graduate School of Management and the College of Communication Arts with input from business and industry. The instructors for the program are the faculty members who teach in MSU's MBA programs and/or in the graduate programs in the College of Communication Arts and Sciences. In addition to their classroom and research expertise, these faculty members have industry experience as well as experience in executive education and consulting.

The modules include six in business:

Financial Management
The Legal Environment of Business
Managerial Accounting
Marketing Management
Micro and Macro Economics
Project Management

four in communication:

Making Work Groups Effective
Negotiation and Consensus Building
Presentation Skills
Writing for Clarity

and one Special Workshop:

Professional Business Etiquette