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**BUSINESS
MANAGEMENT
AND
COMMUNICATION
SKILLS
CERTIFICATE
PROGRAM**

proMSc

Business Management and Communication Skills Certificate Program proMSc

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 in the class develop teamwork and stimulate discussions amongst the group.

The program is completed in 9 two-day modules, one on-line module, and an additional workshop on etiquette. Nine of the modules meet on a Friday evening from 4:30-9:30 p.m., and the next day, Saturday, from 8:30 a.m.-4:30 p.m. The etiquette workshop meets on a Friday evening from 4:30-9:30 p.m. The on-line module is completed over the course of one semester in addition to the other modules. The program is completed in one academic year. Module 1 (September 26-27, 2008) begins on Friday at 4:00 p.m. to allow time for 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.

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 Location

The modules are located at the Kellogg Hotel and Conference Center on the campus of Michigan State University. Details will be given out with registration confirmation regarding parking and lodging or the Kellogg Center can be reached at (517) 432-4000.

Cost and Payment Schedule

The total cost for this program is \$3,000. MSU students can be billed for the \$3,000 in two installments of \$1,500 each by the Controller's Office.

Registration

You can download a registration form from The Graduate School's website below or call (517) 353-4738 to have one sent to you. Please mail the registration form to:

The Graduate School – proMSc
Michigan State University
118 Linton Hall
East Lansing, MI 48824-1044

Additional Information

Additional information about this program is available through The Graduate School website at:
http://grad.msu.edu/all/bus_mgt.htm

Presentation Skills

At some point in your career, you will be required to make an oral presentation. Whatever the field or profession, it is vital to possess the presentation skills necessary to create and deliver informative and persuasive speeches. This module addresses this issue by teaching you how to develop effective communication content for a prepared speech, how to develop and structure the content of informative presentations, how to master effective delivery techniques, and how to incorporate technology applications such as PowerPoint into effective presentations.

Module Leader: Kelly Morrison, Ph.D.

Dr. Kelly Morrison is an Associate Professor in the Department of Communication. She earned a B.S. in Business Administration (University of Illinois, Champaign-Urbana) and an M.A. and Ph.D. in Communication from Michigan State University. Dr. Morrison is the recipient of several university teaching awards, including The Excellence-in-Teaching Citation awarded by MSU, The Quality in Undergraduate Teaching Award, presented by the MSU Alumni Club of Mid Michigan, and the Outstanding Faculty Member Award presented by the MSU Student Athlete Support Services. She received a teaching fellowship from the Eli Lilly Foundation, and recently served as an undergraduate mentor for the NcNair/Dreams SROP (Summer Research Opportunity Program) at Michigan State University. Dr. Morrison teaches undergraduate and graduate level courses in interpersonal communication and gender and currently is the editor of the Bedford St. Martins Press *Interpersonal Communication e-Newsletter*.

Managerial Accounting

This web-based module links the Financial Management concepts to accounting information for decision-making and control within an organization. You will learn the basics of cost allocation, activity-based costing, and relevant costing. Lectures will be online and available 24/7. Practice problems will allow you to apply the lecture concepts; required problems that will test your understanding of the material must be completed by the end of the module.

Module Leader: Fred Jacobs, Ph.D.

Fred Jacobs is an Associate Professor in the Department of Accounting and Information Systems at Michigan State University. He joined the faculty in 1976 after earning his Ph.D. from the University of Illinois at Urbana-Champaign. He has taught managerial accounting at all undergraduate and graduate levels. His research interests are in cost allocation, the role of costs in pricing, and cost control, and he has published in all of the top accounting academic and practitioner journals. His online undergraduate accounting course was awarded an AT&T 2008 Faculty-Staff Award in Instructional Technology. He was the Chairperson of the Department from 1997-98 and the Associate Chairperson from 1998-2002.

Negotiation and Consensus Building

The Negotiation and Consensus Building course will introduce students to the basic concepts and theoretical frameworks for understanding negotiation and conflict processes, develop their confidence in the negotiation process as an effective means for resolving conflict and reaching consensus in organizations and in their personal lives, and provide role-playing and case experiences to develop students' negotiation skills.

Module Leader: Vernon Miller, Ph.D.

Dr. Vernon Miller is an Associate Professor in the Departments of Communication and Management. His research and consulting focus on employment interviewing, newcomer socialization, superior-subordinate relationships and feedback processes, negotiation, and organizational coordination systems. He earned his doctorate from The University of Texas at Austin. Dr. Miller has served as an Associate Dean in the College of Communication Arts and Sciences at MSU, and works with MSU Global to provide Communication and Life Skills programs to National Basketball Development League and National Basketball League players.

Financial Management

The Financial Management module will prepare you to analyze and interpret financial information and make decisions based on that analysis. Taking the approach of a "Finance for Non-Financial Professional" course, this module will help you learn the "language" of finance and accounting and become more comfortable dealing with financial questions and interpreting financial statements. Comparing capital investment options will also be covered.

Module Leader: Michael Mazzeo, Ph.D.

Dr. Michael A. Mazzeo received his Ph.D. from the State University of New York at Buffalo in Finance. He is the recipient of numerous teaching awards and has over 20 years of teaching experience. Presently on the faculty of Michigan State University's Eli Broad College of Business, Dr. Mazzeo has also been on the faculty at Indiana University, and has taught in executive education for both universities. He teaches financial decision-making to executives in the Executive MBA Program at Michigan State University. Mike is an eight-time recipient of the Faculty Excellence Award given by the students of the Executive MBA Program. He is listed in *Business Week: Guide to the Best Business Schools* as an outstanding faculty member and currently serves as the Associate Dean for Undergraduate Programs in the Broad College.

Etiquette Workshop: Professional Business Etiquette

What's Rudeness Costing Your Company? A well-mannered person is one who treats others with respect and inspires respectful treatment. Many companies are offering their employees etiquette training as a way to increase business and the bottom line. You are yourself and your company, always put your best foot forward. First impressions are crucial in building business relationships.

Module Leader: Pattie McNiel

Pattie McNiel is an Academic Specialist with the National Food Safety and Toxicology Center at Michigan State University. Pattie is responsible for the coordination of the Online Professional Master of Science (ProMS) in Food Safety Program ran through the College of Veterinary Medicine. Pattie is also owner of First Impressions Training in Williamston, Michigan providing business etiquette workshop and food safety consulting.

Marketing Management

This module is designed to develop your skills in formulating and implementing marketing strategies. The marketing management process is important at all levels of the organization, and is applied in both business and non-business organizations. In this module we will examine concepts, theories, analytical procedures and models that will help you develop skills needed to create marketing strategies. Topics include marketing research, segmentation, targeting, product development, pricing, promotion, distribution, and customer satisfaction.

Module Leader: Rich Spreng, Ph.D.

Dr. Richard Spreng is an associate professor of Marketing in the Department of Marketing at Michigan State University. At MSU he teaches "Customer Driven Strategies" to marketing MBAs and Marketing Management in the weekend MBA program. His research interests center around customer satisfaction and service quality issues. Dr. Spreng has worked with numerous business, government, and non-profit organizations in developing customer satisfaction measurement systems. He received his Ph.D. from Indiana University.

Writing for Clarity

Your writing represents you. A person forms opinions about you by reading your writing. Your written correspondence reflects your thinking processes, organizational skills, word usage and understanding of your audience and the world around you. Thus, your writing is your tool for how you want a reader to see you – clearly and concisely.

This module will focus on practical techniques that will help you communicate more effectively in writing. It will cover some common grammar and word usage problems that everyone should know. You'll learn how to analyze your audiences to convey your ideas clearly and persuasively. You'll discuss how to translate scientific and technical concepts and language into words that non-scientists can understand. By the end of the module, you should understand how and why clear writing involves learnable skills that will improve both your ability to communicate and your own understanding of technical information.

Module Leader: Lucinda Davenport, Ph.D.

Dr. Lucinda D. Davenport was the recent Associate Dean for Graduate Education and Research in the College of Communication Arts and Sciences. She is the Director of the Media and Information Studies PhD program in the College of Communication Arts and Sciences and Director of Graduate Programs in the School of Journalism. She is a recipient of MSU's teaching award "Quality in Undergraduate Teaching." Dr. Davenport has taught writing classes internationally and at Michigan State University, Ohio University, University of Iowa and to professionals in various fields outside academia. She is a co-author of the No. 1 journalism reporting and writing textbook and co-author of one of the top mass communication textbooks in the country. Dr. Davenport has received numerous awards for her research and articles in the area of journalism and mass media.

Micro and Macro Economics

In the "macro" economics portion of this module, you will examine the global economic environment in which businesses operate. Topics discussed include the determinants and influences of the national income, employment, inflation, business cycle fluctuations, fiscal and monetary policy, international trade, and capital flows. Through "micro", or managerial economics, you will learn how to use economics analysis to understand the market environment and to influence business decisions. You will also learn about the competitive forces in domestic and international markets and the current financial crisis.

Module Leaders: Lisa D. k, Ph.D. and Carl Liedholm, Ph.D.

Lisa D. Cook is an Assistant Professor in the Department of Economics and at James Madison College at Michigan State University. She was a Marshall Scholar at Oxford University, where she obtained a B.A. in Philosophy, Politics, and Economics, and received a Ph.D. in economics from the University of California, Berkeley. She has been a post-doctoral fellow and Visiting Assistant Professor at Harvard University, Senior Adviser on Finance and Development at the Treasury Department and Council on Foreign Relations International Affairs Fellow under the Clinton and Bush Administrations, and a National Fellow at the Hoover Institution at Stanford University. Her current research interests include the economics of intellectual property rights, economic growth and development, and financial institutions and markets. Dr. Cook is the author of a number of published articles, book chapters, and working papers. With fellow economist and co-author Jeffrey Sachs, she has advised the governments of Rwanda and Nigeria.

Carl Liedholm has been a Professor of Economics at Michigan State University since 1965. He is the author of four books, most recently [Small Enterprises and Economics Development](#), and over one hundred articles that have focused primarily on the role of micro and small enterprises in the developing nations of the world. The recipient of numerous teaching awards, including the State of Michigan Teaching Excellence Award, he has taught economics to over 20,000 MSU students. Previously, Professor Liedholm has served as Director of the Economic Development Institute at the University of Nigeria, as Chair of the Economics Department at Michigan State University, and as a visiting professor at such institutions as Oxford University, the University of Amsterdam, and Yale University.

Project Management

Project management provides an excellent example of fostering development of creative solutions to business and engineering problems. In this module you will learn the time-tested concepts and techniques that remove guesswork from managing projects, making it a science of sure results. In addition to learning how to coordinate the total project plan, you will learn to manage every critical phase of a project, including pre-planning, risk analysis, work breakdown structures, project organization, and writing project objectives.

Module Leader: Morgan L. Swink, Ph.D.

Morgan L. Swink is Professor of Operations and Supply Chain Management at the Eli Broad College of Business, Michigan State University. He received a B.S. in mechanical engineering from Southern Methodist University, an MBA from the University of Dallas, and a Ph.D. in operations management from Indiana University. Before becoming a professor, he worked for ten years in manufacturing and product development organizations at Texas Instruments, Inc. His research, teaching, and consulting interests include the areas of new product development, manufacturing strategy, facility location, and decision support systems. Some of his publications may be found in *The Journal of Product Innovation Management*, *Decision Sciences*, *Journal of Operations Management*, *European Journal of Operational Research*, and *International Journal of Production and Operations Management*.

The Legal Environment of Business

For many business leaders and managers, the law seems to be a mysterious area with no rules or with rules only a few can comprehend. In fact, the law is comprehensible, and managers can become part of the decision-making process with regard to legal matters and managing possible litigation expenses. This seminar will help you to: understand the business legal environment; avoid many common mistakes which make lawsuits more likely; deal with employee issues within the confines of the employment laws, and protect yourself and your organization from litigation.

Module Leader: Anne C. Levy, JD

Dr. Anne Levy, JD is an associate professor of Law, Public Policy and Business in the Eli Broad College of Business and Graduate School of Management at Michigan State University. She teaches courses in the legal environment of business for undergraduates and graduates in the on-campus, Weekend, and Executive MBA programs. Dr. Levy received her B.A. and M.A. in English from Oakland University and her JD cum laude from Wayne State Law School.

Before joining the faculty at Michigan State University, Dr. Levy served as Judicial Law Clerk to The Honorable Patricia J. Boyle, Associate Justice of the Michigan Supreme Court. Prior to attending law school, she spent many years in the field of public relations. As a consultant, Anne aids attorneys in understanding the law of employment discrimination and preparing evidence. She is also an expert witness in the area of sexual harassment.

Making Work Groups Effective

Organizations rely on groups to generate ideas, make decisions, and solve problems. Yet groups are fragile entities. It takes knowledge about the individual and collective processes to make groups successes instead of disasters. Through lecture, discussion, and team-based activities, you will learn to identify the weaknesses of group information processing and how to remedy them; how to maximize groups' abilities to diagnose and address problems; and how the Internet imposes new problems as well as opportunities for collaboration across distance.

Module Leader: Joseph B. Walther, Ph.D.

Dr. Joe Walther is a Professor in the Department of Communication and Department of Telecommunication, Information Studies & Media at Michigan State University. Holding a Ph.D. in communication and management information systems (University of Arizona, 1990), he has taught courses in virtual groups and collaboration, nonverbal communication, and organizational communication. Dr. Walther was the chair of the Organizational Communication and Information Systems division of the Academy of Management, and has held regular or visiting professorships in psychology, information science, and education and social policy, at Northwestern, Cornell, the University of Manchester, and elsewhere. His original theories and research on computer-mediated groups are among the most influential works in the field.
