

MBA *Essentials*

A Mini-MBA Certificate Program

Business skills essential to your career



Just the Essentials



Business ethics, strategic thinking, financial management, and leadership are as essential to sustained business success as water, food, fire, and shelter are to sustaining life. For individuals with a nonbusiness or technical background who are working in a business environment and are looking to build business acumen,

MBA Essentials—an intensive mini-MBA certificate program offered by the University of Pittsburgh Center for Executive Education—is a foundation for success.

MBA Essentials, offered in a two-week daytime format as well as an 11-week evening format, covers the fundamentals of business ethics, value creation, market strategy, financial accounting, marketing, and negotiations, strengthening one's understanding of how today's businesses function from the inside and compete most effectively. Learn how the most successful corporations strategically solve problems and optimize decision making in the marketplace. A competitive, team-based management simulation caps the program and tests participants' burgeoning knowledge.

Faculty

Explore the latest best practices with Pitt Business faculty members who bring a beneficial mix of theory and practice to the classroom. These internationally renowned thought leaders contribute to the academic knowledge base through their research and publications. At the same time, Pitt Business faculty members have a practical understanding of the business world because they are highly sought-after experts called on by corporations, nonprofit organizations, and government agencies across the globe.

MBA Essentials—Custom

MBA Essentials and all other Katz professional and executive development programs can be customized to meet an organization's specific needs and/or learning objectives for its employees. Customized programs can be delivered in Mellon Financial Corporation Hall on Pitt's Oakland campus or a site of the organization's choosing. The program director meets with management to identify areas of organizational strength and to isolate the areas where improvements will have the greatest impact on growth, productivity, and efficiency. Customization allows employees to focus on the business concept(s) most critical to their organization's continued success.

Employees from the following organizations have benefited from the standard or customized MBA Essentials program:

- Alcoa Inc.
- Bechtel Bettis, Inc.
- Bombardier
- Eat 'n Park Hospitality Group
- GlaxoSmithKline
- Kennametal Inc.
- U.S. Marine Corps
- Michael Baker Corporation
- MSA
- PPG Industries
- Philips Respironics
- Siemens

“MBA Essentials allowed me to validate on the job learnings while expanding my skills in financial understanding and reporting, as well as business management.”

- Amy Peterson, Respironics

Curriculum

Business Ethics

- Ethical leadership defined
- Tools for ethical analysis
- Leading and managing ethical organizations
- Business ethics across cultural and legal boundaries

Cost Analysis

- Basic cost terminology and concepts
- Relevant cost information in planning and decision-making
- Process, value chain, and cost structure linkages
- Activity-based costing and activity-based management

Financial Accounting

- Accounting terminology
- Financial results of the organization's strategy
- Financial statement analysis

Leadership and Communication

- Behavioral science perspective of organizations
- Empowering an organization
- Motivation

Lean Six Sigma

- Process improvement principles
- Successful techniques for continuous improvement
- Reducing costs, increasing speed and improving quality and service

Marketing

- Value cycle
- Value proposition and marketing strategy
- Value delivery
- Customer acquisition and retention

"I saw real world examples of how people have developed leadership skills to give people/ companies the opportunity to really grow and innovate, and through those activities, increase value, not only profit! The more we innovate or challenge the status quo, regardless of outcome, the better we will be!"

- Jason Blough, Bombardier

Negotiations

- Conflict management
- Win-win negotiations

Strategic Initiatives in Competitive Markets

- The role of strategy and management systems in ensuring organizational success in a changing world
- Fundamental techniques that support the development and implementation of strategy in organizations

Value Creation

- Efficiency of capital markets
- Corporate valuation
- Value implications of corporate restructuring

Management Simulation

Experienced-based learning (EBL) is one of the defining characteristics of the Katz School. EBL is a powerful teaching tool because it requires students to apply the theories and knowledge discussed in the classroom to real-world situations. In *MBA Essentials*, this translates to a Web-based management simulation whereby teams of participants are given a company to manage. Teams apply the concepts covered in the program and compete against one another to maximize organizational performance.



Contact Us

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Center for Executive Education Additional Program Offerings

- International Executive Leadership Program
- Developing Leadership Skills
- Supervising and Managing People
- Leading Global Teams
- Using the Myers-Briggs Indicator for Greater Team Effectiveness
- Decision Making in a Semi Flat World
- Business Development Innovations for Professional Services Firms

To view full program calendar, visit:

www.business.pitt.edu/cee/programs/calendar.php



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