



sharpen up.

sharpen your business skills.
become world-ready.

Gatton
COLLEGE OF BUSINESS & ECONOMICS
UNIVERSITY OF KENTUCKY
EXECUTIVE EDUCATION CENTER

The Certificate in
BUSINESS ADMINISTRATION



sharpen up.

The Certificate in Business Administration is a unique program designed for individuals without business backgrounds who want the introductory knowledge and skills necessary to meet the challenges of today's business world. The Certificate in Business Administration will sharpen your skill set and allow **you to become a world-ready businessperson.**

Utilizing distinguished faculty and guest speakers from the Gatton College of Business & Economics coupled with hands-on experience, **you'll receive first-rate training in a 10-session period.** Each three-hour evening session, you'll focus on such timely topics as Power, Conflict & Negotiation in Organizations, Essentials of Marketing, Organization Design, Accounting and Financial Decision Making, and Process Management.

If you're looking for a way to **acquire the basics of a business degree** without the time commitment a degree requires, our 10-session series is your answer. Our Certificate in Business Administration will **give you the strategic framework** necessary for making informed business decisions.

With Gatton College's Certificate in Business Administration, you'll sharpen up your business skills and be prepared for today's business world.

Individuals who attend all the sessions will receive 27.5 course hours of continuing education credit and a certificate of completion.



lectures & topics

Session 1: Organizational Design and Environment

Topics include: Understanding complex organizations; designing high performance organizations

Session 2: Individual Behavior in Organizations

Topics include: Motivation, decision making, and leadership in organizations

Session 3: Power, Conflict and Negotiation in Organizations

Topics include: Authority versus influence; management style; conflict & negotiation

Session 4: Process Management

Topics include: Process strategy; quality management; supply chain coordination

Session 5: Accounting Measurement and Reporting

Topics include: Basic accounting concepts; understanding financial statements

Session 6: Accounting Decision Making and Legal Topics

Topics include: Cost allocation; evaluation of risk; managerial decision making, selected legal topics

Session 7: Financial Decision Making

Topics include: Fundamentals of valuation; basics of investments

Session 8: Essentials of Marketing

Topics include: Customer analysis; competitor analysis; new product decisions

Session 9: Strategic Management

Topics include: Attaining competitive advantage through functional integration, situation and competitor analysis, and adaptive competitive maneuvering

Session 10: Getting Down To Business—How It All Comes Together!



registration form

*REGISTRATION OPTIONS: Online, phone, fax or fill out the form below.
For more information visit our website at www.gattonibmc.org.*

Name:

First Middle Last

Address:

Street

City State Zip

Phone:

Day Cell

Email:

Position:

1st name for tentcard:

Organization/Department:



method of payment

Upon receipt of your registration, you will receive a confirmation via email. Your confirmation letter will inform you of the most up-to-date information, including program directions and parking. To inquire about a payment plan, call 859-257-8747.

The fee for the Certificate in Business Administration is \$888. If you register 40 days before the first session begins, a discounted fee of \$750 will be offered. The registration fee includes instruction, handout materials, parking, welcome reception, beverages and light snacks at each session and a certificate recognition reception.

Please circle your choice:

Check, Credit Card: Visa or Mastercard

Credit Card Number: _____

Expiration Date: _____

Credit Card Holder Signature: _____

VC# (last 3 digits on back of card): _____



program information

The fee for the Certificate in Business Administration is \$888. If you register 40 days before the first session begins, a discounted fee of \$750 will be offered. Full refunds are given only if the request for cancellation is received in writing 10 business days prior to the start of the program. If cancellation occurs at least five business days before the program begins, 80% of the fee will be refunded. The entire fee will be forfeited in the case of no shows or if the request is made fewer than five business days before the start of the program.

Please use the attached registration form or access via web at www.gattonibmc.org. Please return completed registration form by web, mail or fax to:

Executive Education Center

Gatton College of Business and Economics
227 Gatton College of Business and Economics
Lexington, KY 40506-0034

Phone: 800.284.6407 or 859.257.8746 Fax: 859.257.4822

For more information, visit us on the web at:

www.gattonibmc.org

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