



Certificate in Executive Management

FROM THE STAYER CENTER FOR EXECUTIVE EDUCATION



Expand Your Knowledge and Build Your Network

The **Certificate in Executive Management** from Notre Dame's Stayer Center for Executive Education offers a powerful four-module program to expand your knowledge of core business topics, build your cross-industry network of peer professionals, and grow your perspective on organizational success.

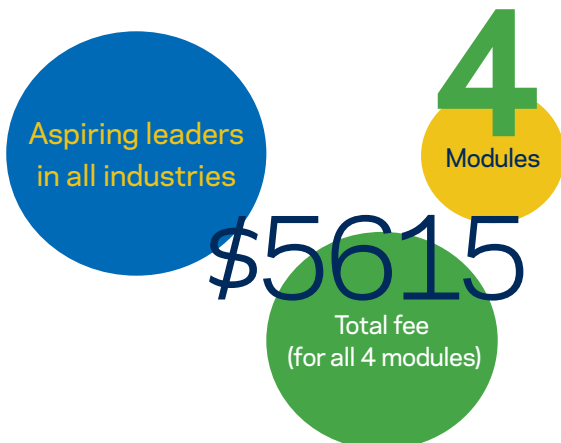
Designed for professionals in a wide variety of industries who want to develop their leadership skills, the Certificate in Executive Management offers an intensive curriculum that not only addresses the fundamentals of leadership and organizational success, but also teaches practical skills related to finance, marketing, and accounting. You'll learn with a peer group that is diverse in terms of industry and functional position, making the learning experience rich and rewarding.

This certificate isn't a cookie-cutter program—we adapt the curriculum constantly to the needs of the marketplace and the needs of our individual learners. You'll walk away from each module with knowledge and skills you can apply immediately at work.

NEW INSIGHTS, NEW CONFIDENCE

This program will renew your mindset and sharpen your perspective on . . .

- Building accountability and strengthening each business function so that it contributes to your organization's overall success
- Thinking strategically and making principled decisions
- Leading effectively and confidently through times of change



INDUSTRIES REPRESENTED

- Engineering
- Government & Public Service
- Healthcare
- Higher Education
- Professional Services
- Security
- Sports & Entertainment

BUSINESS FUNCTIONS REPRESENTED

- Accounting
- Engineering
- Finance
- Fundraising
- HR
- Management
- Manufacturing
- Marketing
- Research & Development
- Sales
- Supply Chain

Certificate in Executive Management

FROM THE STAYER CENTER FOR EXECUTIVE EDUCATION

LEARNING MODULES

All modules take place at the Stayer Center for Executive Education on the Notre Dame campus in South Bend. You may register for the entire program for \$5615 or for individual modules at the prices shown; fees include instruction, materials, and most meals. *Please visit executive.nd.edu for complete information on dates, fees, and registration.*

Module 1: Leadership Essentials (March, \$1420)

	DAY 1	DAY 2
MORNING	<ul style="list-style-type: none">Objectives and IntroductionsFoundations of Leadership Effectiveness	<ul style="list-style-type: none">Leading Change
AFTERNOON	<ul style="list-style-type: none">Problem Solving and Decision Making	<ul style="list-style-type: none">Change Management Simulation - Team Exercise
EVENING	<ul style="list-style-type: none">Leadership Foundations (cont'd)	

Module 2: Finance & Accounting for Non-Financial Managers (May, \$1775)

	DAY 1	DAY 2
MORNING	<ul style="list-style-type: none">Cost Information and Decision MakingDecision Making and Profitability	<ul style="list-style-type: none">Financial Statement AnalysisStrategic Profitability Analysis
AFTERNOON	<ul style="list-style-type: none">Cost Recovery and Cost of Goods Sold: Analyzing AlternativesBudgeting: Exploring Its Organizational ImpactCapital Budgeting: Evaluating Competing ProjectsDecision Making Workshop	<ul style="list-style-type: none">Operating Leverage and Financial LeverageFinancial Forecasting

Module 3: Leading the Strategic Enterprise

(September, \$1775)

	DAY 1	DAY 2	DAY 3
MORNING	<ul style="list-style-type: none">Strategic Foresight	<ul style="list-style-type: none">Design Thinking	<ul style="list-style-type: none">Marketing for Managers
AFTERNOON	<ul style="list-style-type: none">Strategic Foresight (cont'd)	<ul style="list-style-type: none">Thinking StrategicallyThe Challenges of Implementing Strategy	<ul style="list-style-type: none">Leadership in a Digital Marketing Age
EVENING	<ul style="list-style-type: none">Ethical Decision Making		

Module 4: Applied Leadership Skills

(November, \$1420)

	DAY 1	DAY 2	DAY 3
MORNING	<ul style="list-style-type: none">Building AccountabilityCrucial Conversations	<ul style="list-style-type: none">Business Simulation	<ul style="list-style-type: none">Negotiation Strategies
AFTERNOON	<ul style="list-style-type: none">Conflict Management	<ul style="list-style-type: none">Business Simulation (cont'd)	<ul style="list-style-type: none">Negotiation Strategies (cont'd)
EVENING	<ul style="list-style-type: none">Ethical Decision Making Tools		

"I can't say enough great things about the Certificate in Executive Management program. It really brings out the leadership capabilities you've been working on your whole career. You'll glean so many different perspectives from networking over four modules with different classmates, all of whom bring something unique to the table. And you can immediately hit the ground running to make an impact in your organization."

- Katie Hein, Digital and Social Media Manager, Dwyer Instruments, Inc.



CONTACT VICKIE MARIS

Assistant Director
Executive Education
University of Notre Dame
vmaris@nd.edu
574-631-4099



Notre Dame Executive Education