

MBA Fundamentals FOR TECH PROFESSIONALS

**A business foundation
to launch your career to
new heights.**

May 8 – 11, 2017
September 19 – 22, 2017

Northeastern University
D'Amore-McKim School of Business
360 Huntington Ave., Boston, MA 02115



“Tech professionals today need to know more about business than ever before. While many learn on the job, there’s no substitute for a grounding in business principles. Many of your colleagues get full MBAs – and you’ll keep right up with them after taking this intensive course.”

Samina Karim

*Faculty Director, CIO Portfolio of Programs
D'Amore-McKim School of Business*

Hone Your Competitive Edge

SPECIAL OFFER: Save \$500 off Tuition

The pace of change and disruption is unprecedented in business today. As organizations look to their technology leaders to bring them into the future, you need to understand how modern business works. You need to “talk the talk” with your stakeholders to drive value and meet the business’ needs — however fast they may shift.

The MBA Fundamentals for Tech Professionals at Northeastern University is built exclusively to meet that need. Over four days, you’ll learn principles such as:

- How companies set their strategy
- How they decide which products or services to offer
- How they fund expansion
- And, what formulas they use to determine budgets

Working closely with some of the leading theorists and practitioners in accounting, finance, strategy, marketing, operations, and organizational behavior, you’ll develop the knowledge and skills you need to:

- Influence strategic decision-making
- Make the case for strategic technology investments
- Negotiate and collaborate on the job
- Bring a product to market from innovation to production to distribution and marketing
- Manage projects across business disciplines

Who Should Attend MBA Fundamentals?

You! The MBA Fundamentals program is specifically designed for current and aspiring technology leaders who want to future-proof their careers as they help their organizations innovate and adapt to change and disruption.

REGISTER:

[EVENTS.CIO.COM/NORTHEASTERN](https://events.cio.com/northeastern)

> MBA FUNDAMENTALS FOR TECH PROFESSIONALS

Your Experience Includes:



4 days of intensive learning.



11 different topics covered.



25+ new contacts from around the globe, with ample networking time.



24 hours of dedicated classes, case studies, and group work.



Access to 7 highly respected professors.

Don't miss this opportunity for executive education that has never been more relevant for your organization or for your career. It will pay off immediately for you and for your company. Join us!

Learn from the Best

The D'Amore-McKim School of Business has recruited some of the best and brightest members of its internationally recognized and highly respected faculty to lead the MBA Fundamentals for Tech Leaders program. All are known for their industry experience and interdisciplinary approach. They include:

- **Professor and Program Faculty Director Samina Karim**, a leading expert in corporate strategy, acquisitions, alliances and innovation. Samina has consulted and taught executives at organizations such as BP, Dell EMC, Ericsson, IBM, and KPN.
- **Professor Richard Kesner**, a former CIO and COO, has authored nine books on the subject of knowledge, identity, and data management, and has led major data storage and analytics projects for both nonprofit and for-profit organizations.
- **Professor Gloria Barczak**, a leading researcher in the use of information technology and social media in new product development, has consulted with EMC (now Dell EMC), Genzyme, Polaroid, and Zefer.
- **Professor Marla Baskerville** is a recognized expert in organizational behavior. Her research interests include virtual teaming and teams with a focus on power, influence, gender and diversity.
- **Professor Nicole Boyson** conducts cutting-edge research in investments and corporate finance. She is a former analyst for Third Federal Savings and Loan and senior accountant at KPMG.
- **Professor Nada Sanders**, an internationally recognized thought leader in forecasting and supply chain management, is nationally ranked in the field of operations management working with a range of Fortune 500 companies.

REGISTER TODAY

Register online at: events.cio.com/northeastern

Registration questions?

Call us: Kristin O'Connell, 508-988-6829
Email: koconnell@idgenterprise.com

Program questions?

Call us: Darlene Webb, 617-373-2131
Email: corpprograms@northeastern.edu

Questions? Check out our FAQ at <http://events.cio.com/Northeastern/FAQ>

CANCELLATION POLICY

Enrollees may cancel their participation in writing up to 35 days in advance of the program for a full refund (March 30 for the spring term and August 11 for the fall term). Participants who must cancel after 35 days may send a colleague in their place or transfer their enrollment to the following term (one time). We regret that we cannot offer refunds after the original refund period.

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MAY 8 & SEPTEMBER 19, 2017

STRATEGY AND ACCOUNTING

7:30 am – 8:30 am

Continental Breakfast

8:30 am – 9:00 am

Welcome and Introduction

9:00 am – 12:30 pm

Strategy: Competition & Positioning

Professor Samina Karim

- Evaluate the economic conditions that make industries more or less profitable
- Analyze how firms pursue strategic positions and compete most effectively
- Learn about the threats to capturing and sustaining profitability

12:30 pm – 1:30 pm

Lunch

1:30 pm – 5:00 pm

Accounting: Ratios that Matter

Professor David Sherman

- Fundamentals of understanding financial statements – Balance Sheet, Income Statement, and Cash flows
- Assessing financial performance versus competitors using ratio analysis and other analytic tools
- Accounting judgments, earnings management, and accounting games – limitations and questions to be considered in financial analysis

5:00 pm – 6:00 pm

Welcome Reception

MAY 9 & SEPTEMBER 20, 2017

FINANCE AND ORGANIZATIONAL BEHAVIOR

7:30 am – 8:30 am

Continental Breakfast

8:30 am – 8:45 am

Capture the Learning

8:45 am – 12:15 pm

Finance: Valuation & Decision Making

Professor Nicole Boyson

- Understand the corporate impact of monetary policy
- Explore a corporation's financial decision-making process
- Model and value corporate projects and securities using modern financial theory

12:15 pm – 1:30 pm

Lunch

1:30 pm – 5:00 pm

Organizational Behavior: Managing People & Organizations

Professor Marla Baskerville

- Explore the factors that facilitate and impede effectively leading organizational change
- Acquire a skill set for successfully navigating organizational politics
- Understand the challenges and benefits of managing diversity and globalization

MAY 10 & SEPTEMBER 21, 2017

OPERATIONS, MARKETING AND INNOVATION

7:30 am – 8:30 am

Continental Breakfast

8:30 am – 8:45 am

Capture the Learning

8:45 am – 12:15 pm

Operations: Managing the Supply Chain

Professor Nada Sanders

- Understand key features of a global supply chain network
- Learn about technologies that drive a digital supply chain
- Explore strategies for supply chain innovation, resiliency and sustainability

12:15 pm – 1:30 pm

Lunch

1:30 pm – 5:00 pm

Marketing & Innovation: Delivering Customer Value

Professor Gloria Barczak

- Assess the Market through the 5 C's
- Examine the building blocks of Marketing Strategy
- Discuss how to deliver the Value Proposition through the 4 P's

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MAY 11 & SEPTEMBER 22, 2017

INFORMATION MANAGEMENT

8:30 am – 8:45 am

Capture the Learning

8:45 am – 12:15 pm

Information Management: Integration within the Enterprise

Professor Richard Kesner

- Identify the linkages between an enterprise's business focus, its information needs and its information technology choices
- Understand the enterprise's critical success factors and how these are enabled through the flow of information
- Explore alternative strategies for meeting the information management and information technology needs of the enterprise

12:15 pm – 12:30 pm

Wrap Up

12:30 pm – 2:00 pm

Closing Ceremony and Luncheon

Program Locations and Details:

Monday, May 8, 2017	Tuesday – Wednesday May 9 – 10, 2017	Thursday May 11, 2017
Colonnade Hotel 120 Huntington Avenue Boston, MA	Northeastern University Raytheon Amphitheatre 360 Huntington Avenue Boston, MA	Northeastern University Raytheon Amphitheatre 360 Huntington Avenue Boston, MA

Hotel Accommodations

We have reserved 3 discounted hotel blocks for your convenience. Blocks will expire 30 days prior to the program, on **April 7, 2017**.



Colonnade Hotel (Main hotel for program events)

120 Huntington Avenue

Boston, MA 02216

Hotel Phone Number: 617-424-7000

Distance: Site for Day 1 and .7 miles from Raytheon Amphitheatre

Rate: \$329.00 + 14.45% tax

Colonnade Hotel Reservation Booking Link for May 7 - 11, 2017



The Loews Boston

154 Berkeley St

Boston, MA 02116

Hotel Phone Number: 617-532-3823

Distance: 1.3 miles

Rate: \$295.00 + 14.45% tax

Loews Boston Reservation Booking Link for May 7 - 11, 2017



The Inn at Longwood

342 Longwood Avenue

Boston, MA 02115

Hotel Phone Number: 617-731-4700

Distance: 1.3 miles

Rate: \$239 + 14.45% tax standard room

\$269 + 14.45% tax suite room

The Inn at Longwood Reservation Booking Link May 7 - 11, 2017