

MINI MBA FOR TECH EXECUTIVES

MASTER MBA FUNDAMENTALS IN ONE WEEK

October 19 – 22, 2015

Boston University Questrom School of Business Executive Leadership Center
595 Commonwealth Avenue, Boston, Massachusetts

For complete program details visit
bu.edu/questrom/executive-education/open-enrollment-programs/mini-mba-for-tech-executives

Need more Fundamentals? Get the Mini MBA Advantage.

In today's competitive environment, the leaders who succeed are those with essential business skills. The Mini MBA for Tech Executives lets you engage in the same intense, interactive experience as a traditional MBA student, but with a group of your peers — rising tech executives from worldwide organizations.

Over four days Boston University senior faculty introduce you to key principles and techniques of executive management. You'll enhance and sharpen your management knowledge in critical MBA areas: accounting, finance, strategy, marketing, operations, and organizational behavior.

In this program you will:

- Make an impact on a business' strategic decisions and marketing goals
- Learn the financial tools to increase value to all or part of a business
- Learn how to effectively manage work relationships
- Develop methods for minimizing the risks of decision-making

Is It For Me?

Yes! This program is the perfect next career development step for executives and senior professionals. Designed for those at or nearing the CIO/CTO/VP level, the Mini MBA will give you the skills to think strategically, build allies across the organization and lead change.

Want More?

The Mini MBA provides a foundation for the **Master Class For Tech Executives: Value Through Transformation**. In this course, you will focus particularly on your responsibilities as a technology leader: understanding platform shift, positioning the IT organization, measuring results, and leading truly transformative change. *The Mini MBA is not a prerequisite for the Master Class*. **bu.edu/questrom/executive-education/open-enrollment-programs/master-class-for-tech-executives-value-through-transformation**

Presented by:

CIO magazine and Boston University Questrom School of Business

CIO
BUSINESS TECHNOLOGY LEADERSHIP

BOSTON UNIVERSITY

Boston University Questrum School of Business Executive Programs

TO REGISTER:

Save $500 off full price registration and pay just $4,495 when you register on or before August 24, 2015. Register after August 24, 2015 and pay $4,995. Registration closes October 12, 2015.

Register online at:
smg.bu.edu/techexecutives/Signup.aspx
Phone: 617-353-4248
Email: elc@management.bu.edu

ACCOMMODATIONS:

The Mini MBA program will be held at Boston University's Executive Leadership Center, located inside the Questrum School of Business. The Center was built to accommodate professionals with a design promoting comfort, teamwork, and technological innovation.

If you require hotel accommodations we highly recommend the nearby Hotel Commonwealth. For the October 2015 program, the rate is $269 plus 14.45% tax when reserved prior to September 25, 2015. Please reference the Mini MBA program when making your reservation.

Registration for the program includes tuition, course material, and meals. Parking, hotel and transportation fees are not included.

Hotel Commonwealth
500 Commonwealth Avenue
Boston, MA 02215
Phone: 866-784-4000
www.hotelcommonwealth.com

CANCELLATION POLICY:

Cancellation must be communicated in writing by email or by mail. Phone cancellations will not be accepted.

For all cancellation notices received by October 4, 2015, full refunds are available or you may apply 100 percent of monies paid to another tech executive education program within one year. **No refunds or credit will be issued for cancellation notices received on or after October 5, 2015.** Registration ends **October 12, 2015**.

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VIEW PROFESSOR BIOGRAPHIES ONLINE:
bu.edu/questrom/executive-education/our-faculty/

MONDAY, OCTOBER 19, 2015 — STRATEGY & ACCOUNTING

7:30 am – 8:30 am	**Continental Breakfast**
8:30 am – 9:00 am	**Welcome & Introduction**
9:00 am – 12:30 pm	**Strategy 901: Competition & Positioning** *Professor Paul McManus* • Evaluate issues associated with formulating and implementing strategy in the global environment. • Examine the external factors that affect longer-term profitability and highlight the structural forces that lead certain industries and firms to achieve superior profitability. • Learn how to apply tools of industry analysis and competitive analysis.
12:30 pm – 1:30 pm	**Lunch**
1:30 pm – 5:00 pm	**Accounting 901: Ratios that Matter** *Professor Edward Riedl* • Understand financial statements, their mapping with firm strategy, and basic financial analysis. • Examine the balance sheet, income statement, and statement of cash flows. • Explore basic accounting for mergers and acquisitions.
5:00 pm – 6:00 pm	**Welcome Reception**

TUESDAY, OCTOBER 20, 2015 — FINANCE & ECONOMICS

7:30 am – 8:30 am	**Continental Breakfast**
8:30 am – 8:45 am	**Synthesis**
8:45 am – 12:15 pm	**Finance 901: Valuation & Financing for Tech Companies** *Professor David Spieler* • Analyze the mechanics of start-up financing. • Discuss raising angel and venture financing (including review of an actual capital raising pitch). • Examine financial modeling and cash flow projections.
12:15 pm – 1:30 pm	**Lunch**
1:30 pm – 5:00 pm	**Economics 901: Macro & Global Economics** *Professor David Griswold* • Learn how the global economy operates and how its various components interact. • Discuss how unemployment and inflation reports can help you anticipate whether you should expand, hold steady or downsize. • Recognize how fiscal, monetary and trade policies can indicate opportunities across the globe.

WEDNESDAY, OCTOBER 21, 2015 — MARKETING & OPERATIONS

7:30 am – 8:30 am	**Continental Breakfast**
8:30 am – 8:45 am	**Synthesis**
8:45 am – 12:15 pm	**Operations 901: Achieving Efficiency & Effectiveness** *Professor Janelle Heineke* • Understand the fundamentals of process flows and process analysis. • Discuss the dimensions of service quality and the particular challenge of service environments. • Learn how to achieve both process efficiency and quality goals.
12:15 pm – 1:30 pm	**Lunch**
1:30 pm – 5:00 pm	**Marketing 901: Market Centric Strategies** *Professor Frederic Brunel* • Explore how firm strategies and tactics are driven by marketing's dual focus on customers and competition. • Recognize strategic and tactical issues that arise in marketing decision-making. • Sketch out how to leverage marketing analytic frameworks in the creation, delivery and capture of marketplace value.

THURSDAY, OCTOBER 22, 2015 — ORGANIZATIONAL BEHAVIOR

8:30 am – 8:45 am	**Synthesis**
8:45 am – 12:15 pm	**Negotiations 901: Competitive & Collaborative Negotiations** *Professor Emily Heaphy* • Learn a framework to assess the appropriate approach for each negotiation. • Practice and receive feedback on your negotiating skills. • Discuss how to handle common power dynamics faced in negotiations.
12:15 pm – 12:45 pm	**Wrap Up**