

THE MINI MBA™

Course Schedule | Fall 2009

- Sept. 10 4:30-5:00pm **Orientation/Networking**
- 5:00-8:00pm **Leadership Beyond Management: Strategies that Work**
Instructors: Mr. Joe Scarlett (*Retired Chairman, Tractor Supply Co.; Founder, Scarlett Leadership Institute*)
 Ms. Mary Fink (*Director of Leadership Program Development, Scarlett Leadership Institute*)
- Build credibility to achieve trust, cooperation, and commitment
 - Engage in strategic leadership to identify marketplace opportunities
 - Positively influence organizational culture: modeling and mentoring
 - Lead change through turbulent times
- Sept. 17 5:00-8:00pm **Will Your Brand Outlive You? Building Culturally Relevant Brands in Constantly Changing Times**
Instructor: Mr. Kerry Graham (*President, Bohan Advertising | Marketing*)
- Advertising as a reflection of culture – and vice versa
 - Understanding what business you’re really in
 - Leveraging the opportunities of change
 - Creating a brand that will outlive you
- Sept. 24 5:00-8:00pm **Business Ethics for Business Excellence**
Instructor: Mr. Wade Chumney (*Assistant Professor of Business Law*)
- Discover building blocks for healthy organizational ethics
 - Align organizational systems to support ethics
 - Learn why good ethics is good for business
 - Practice effective ethical decision-making
 - Find out what makes good people do bad things
- Oct. 1 5:00-8:00pm **Economics that Matter**
Instructor: Dr. J. Patrick Raines (*Dean, College of Business Administration, Belmont University*)
- Learn how interest rates affect our economic well being and why you should care about what the Federal Government does
 - Make the best use of business news in the Wall Street Journal
 - Formulate strategy for business cycles at the corporate and personal level
 - Look in to the 'crystal ball' of economic forecasters
- Oct. 8/
Oct. 15 5:00-8:00pm **Negotiation: The Good, the Bad, and the Ugly, Pt. 1**
Instructor: Dr. Susan Williams (*Professor, Graduate School of Business, Belmont University*)
- Use the mutual gains or “principled” negotiation method
 - Employ tactics for making better deals
 - Enhance and maintain relationships through negotiation
 - Break through conflicts, win-lose situations, and control negotiations

- Oct. 22 5:00-8:00pm **Legal Responsibilities of Today's Managers**
 Instructor: Mr. Aubrey Harwell, Jr. (*Member/Chief Manager, Neal & Harwell, PLC*)
- Strengthen decision-making process by examining business laws
 - Find out what the law says about powers and responsibilities of managers
 - Learn about legal issues that arise in the pursuit of profit
 - Integrate non-financial factors when making decisions
- Oct. 29 5:00-8:00pm **Entrepreneurship Within the Organization**
 Instructor: Dr. Jeffrey Cornwall (*Jack C. Massey Chair in Entrepreneurship, College of Bus. Admin., Belmont University*)
- Practice entrepreneurial thinking
 - Learn about prudent risk taking
 - Create an entrepreneurial culture
 - Identify and pursue opportunities in the market
 - Explore organizational change and entrepreneurial strategies
- Nov. 5/
Nov. 12 5:00-8:00pm **Understanding Financial Statements: Making Smart Business Decisions**
 Instructor: Dr. Marilyn Young (*Accounting Faculty, College of Business Administration, Belmont University*)
- Become familiar with the four financial statements
 - Learn to read and understand an annual report
 - Learn basic financial statement ratio analysis
- Nov. 12/
Nov. 19 5:00-8:00pm **Behind the Numbers: Understanding the Role of Finance in the Organization**
 Instructor: Dr. John Gonas (*Finance Faculty, College of Business Administration, Belmont University*)
- Evaluate investment and financing choices
 - Assess working capital needs
 - Capital budgeting, risk and return analysis, and deriving a cost of capital
 - Use financial statements to evaluate a firm's liquidity, asset management, debt management, and profitability
- Nov. 26 **Thanksgiving Break**
- Dec. 3 5:00-8:00pm **Getting the Word Out: How the Media can be your friend!**
 Instructor: Mr. Harry Chapman
- How are stories selected
 - Define your message
 - Interview Preparation
 - At the Interview
 - After the Interview
- Dec. 10 4:00-7:00pm **Strategic Thinking: The Art of Putting It All Together**
 Instructor: Ms. Lavona Russell (*Business Excellence Manager, Caterpillar Insurance*)
- Case study guides this capstone course
 - Learn how to develop and adjust business strategy
 - Understand how each area advances the corporate plan
 - Link management analysis with action
- 7:00pm **Graduation & Dinner**