



# Micro MBA Certificate Program

Entrepreneurs, recently promoted specialists continuing their advancement, and small business professionals striving to compete on a bigger scale – all highly skilled in their fields, but potentially missing the integrated training in key business areas that are important to success in their roles.

The Micro MBA at Providence College does more than just present the basics; it helps people synthesize and integrate ideas and information across a variety of important business concepts from accounting to finance to information technology to marketing. The program breaks down all the key areas of business and builds a robust, usable framework to provide the skills and confidence necessary to make effective administrative decisions. This certificate program was developed for individuals who want or need a rapid foundational education in the principles of business, or professionals looking for an excellent refresher in updating their business skills or considering pursuing a part-time MBA program in the future.

## THE SKILLS TO MAKE BETTER DECISIONS

Unlike some certificate programs, the Micro MBA at PC is taught exclusively by faculty selected based on their extensive academic and real-world experience. These award-winning faculty, combined with the resources of a *Bloomberg Businessweek*-ranked business school, provides students with a varied and incredibly informative experience.

## PROGRAM DETAILS

<b>Dates</b>	<b>Fee</b>	<b>Registration</b>
September 27-December 6, 2017*	\$1,250**	<a href="http://business.providence.edu/micro-mba/">business.providence.edu/micro-mba/</a> MBA Program • 401.865.2294 • <a href="mailto:mba@providence.edu">mba@providence.edu</a>
<i>The program meets each Wednesday 6:30 to 9 p.m.</i>	<b>Location</b>	
	Providence College campus	

## FACULTY

Matt Callahan, A.L.M., *Practitioner Faculty in Finance* • Matthew Eriksen, Ph.D., *Professor of Management* • Dan Horne, Ph.D., *Associate Dean, Professor of Marketing* • Ronald Jelinek, Ph.D., *Associate Professor of Marketing* • Brian Lamoureux, J.D., *Practitioner Faculty in Management; Partner, Pannone Lopes Devereaux & West, LLC* • Leah Martin, *PCSB Marketing & Communications Coordinator; Social Media Marketing Consultant* • Valerie Peterson, M.S.T., *Practitioner Faculty in Accountancy; President, Peterson Financial Initiatives* • John Schibler, Ph.D., *Practitioner Faculty in Management* • Arati Srinivasan, D.B.A., *Assistant Professor of Management* • Adam Villa, Ph.D., *Associate Professor of Computer Science*

\*Students must attend all course sessions to receive certificate of completion. Class will not meet on November 22, 2017.

\*\*Non-refundable; price increases to regular rate of \$1450 after Sept. 7



## WHAT PAST PARTICIPANTS HAVE SAID ABOUT THE PROGRAM



*"I recommend this program to anyone who is unsure about pursuing an MBA degree."*

*"Overall, this is a great program!"*

*"I loved the Micro MBA and would love to get my MBA at PC."*

*"The program provided what I was in search of. I appreciated the quality of instructors and their dedication to PC."*

## COURSE OUTLINE

### **Week 1:** Introduction to the Micro MBA & Marketing

- Overview of the course and management decision making
- The customer as central
- Understanding an effective marketing mix

### **Week 2:** Organizational Leadership

- Leading organizations and leading change
- What every manager needs to know about how to bring out their leadership skills

### **Week 3:** Accounting

- Budgeting: A primer
- The income statement

### **Week 4:** Economics and Finance

- What to watch in the economy
- Key concepts in financial management

### **Week 5:** Business Law

- Overview of the current legal environment
- Where ethics and law collide

### **Week 6:** Organizational Behavior

- How to get the most out of your organization

### **Week 7:** Managing Information Technology

- Survey of techniques and tools

### **Week 8:** Everything is Sales

- Looking at the world through the customer's eyes
- Communication keys results

### **Week 9:** Business Strategy

- Seeing the big picture
- Internal capabilities in a complex world

### **Week 10:** Intro to Social Media & Capstone Experience

- Staying current in digital
- Bringing it all together and completion celebration



## ABOUT THE PROVIDENCE COLLEGE SCHOOL OF BUSINESS

The Providence College School of Business (PCSB) offers a unique education based on the power of "we", making our graduates indispensable to employers and personally fulfilled. The PCSB is accredited by AACSB International, the Association to Advance Collegiate Schools of Business, a distinction held by only 5 percent of business schools worldwide. Our MBA Program debuted at No. 67 in *Bloomberg Businessweek's* U.S. part-time MBA rankings for 2015. The PC MBA Program has a reputation of helping job seekers enhance their careers, while also achieving their educational and personal goals.

