

# BUSINESS MANAGEMENT

4-MONTH CERTIFICATE PROGRAM



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## 2023 DATES

**FEBRUARY 7 - MAY 25**

Class meets 6-8pm

Tuesdays: UW Seattle Campus

Thursdays: Live Online

## TUITION

**\$6,295** Regular Application

*For applications received between  
December 1, 2022-January 13, 2023*

**\$5,665** Early Application

*For applications received by  
November 30, 2022*

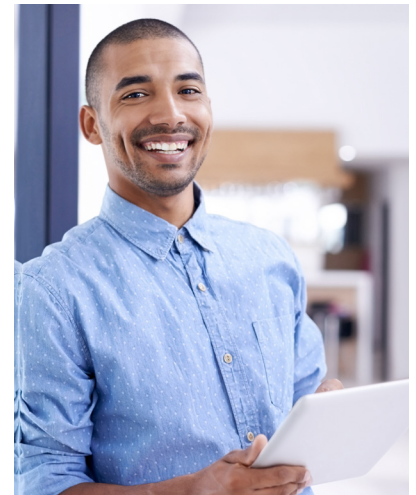
## BUILD A SOLID BUSINESS FOUNDATION TO ADVANCE YOUR CAREER

This four-month certificate program curates key business principles and leadership skills for advancing your career. It is ideal for early to mid-career professionals who want to lead projects and teams more effectively. Topics covered include marketing, business strategy, finance, accounting, people management, leadership, communication skills, and the tools to work through complex business problems and expertly present your solution. This accelerated program will help you gain new skills and expand your professional network, adding to your competitive edge and adaptivity to today's economy.

### BENEFITS OF ATTENDING

- Formulate or evaluate business strategy to gain competitive advantage.
- Comprehend financial statements and use financial data to make informed decisions.
- Discover product, branding, segmentation, and promotion marketing strategies.
- Become a more effective manager and leader within your organization.
- Develop essential soft skills to elevate your ability to influence and work more effectively in teams.

LEARN TODAY.  
APPLY TOMORROW.



Take charge of your career by getting the business knowledge you need to succeed.

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**FOSTER**  
SCHOOL OF BUSINESS

UNIVERSITY of WASHINGTON

# KEY TOPICS

## BUSINESS STRATEGY

- Be able to assess a situation from a long-term perspective and make decisions based on alternatives and justifications.
- Evaluate the core competencies and competitive advantages that drive the success of a firm.
- Consider what opportunities and challenges will impact the future of your business.

## MARKETING

- Recognize customer needs and learn how to best market your product or service.
- Understand your customers and how best to reach them.
- Discover product, branding, promotion, and segmentation strategies.
- Evaluate the impact of environmental factors that affect marketing strategies.

## EFFECTIVE LEADERSHIP

- Explore and develop critical leadership attributes, qualities, skills, and competencies needed to create and sustain dynamic organizational success.
- Develop the managerial skills to facilitate transforming your organization and creating a culture of shared responsibility.
- Improve your understanding of effective decision making as a means of creating an achievement-oriented culture.

## FINANCE AND ACCOUNTING

- Learn about financial statements and accounting principles that guide financial reporting.
- Use financial data for planning, decision-making and financial reporting.
- Enhance your understanding of finance principles and practices, including cash flow analysis, capital budgeting, risk, and return.
- Learn about stocks, bonds and return on investment metrics.

## COMMUNICATIONS AND SOFT SKILLS

- Explore how communications and soft skills impact your leadership and team interactions.
- Understand the nuances of cultural differences as they relate to teamwork, negotiation, and leadership.
- Improve your presentation skills.

# WHO SHOULD APPLY

- Professionals who want to broaden and deepen their knowledge of business essentials.
- Early to mid-career professionals who have or are moving into a management or leadership role.
- Specialists – e.g. engineers or developers - who have a business operations role.

## LEARN MORE

PHONE: 206-543-8560  
WEB: [foster.uw.edu/bmc](http://foster.uw.edu/bmc)  
E-MAIL: [execed@uw.edu](mailto:execed@uw.edu)

## GAIN HANDS-ON EXPERIENCE

The program ends with a capstone project. Participants work in teams to take what they learn in the course and apply it in a case competition, presenting a solution to a real-world business problem.

## PROGRAM FACULTY

**LETA BEARD**  
*BME Program Faculty Director  
Associate Teaching Professor  
Marketing and International  
Business*

**WENDY BAESLER**  
*Lecturer in Accounting*

**PAT BETTIN**  
*Lecturer of Management*

**JEAN CHOY**  
*Associate Dean  
Executive Education and  
International Initiatives*

**LEE HOCHBERG**  
*Lecturer of Business  
Communication*

**DIANE LEGG**  
*Lecturer in Finance and  
Business Economics*

**RICK MCPHERSON**  
*Assistant Teaching Professor,  
Management and Organization*