BUSINESS MANAGEMENT

3-MONTH CERTIFICATE PROGRAM



2027 DATES

JANUARY 5 – MARCH 30

Class meets 6-8pm live online
2 in-person events at UW Seattle

TUITION

$6,498 Regular Application

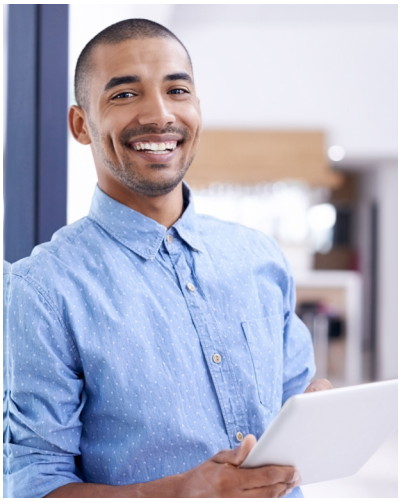
$5,998 Early Application
For applications received by
November 20, 2026

BUILD A SOLID BUSINESS FOUNDATION TO ADVANCE YOUR CAREER

This three-month, work-compatible 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. Every topic is grounded in real business problems and the program culminates in a live case competition where you apply everything you've learned to a real-world business challenge.

BENEFITS OF ATTENDING

- Formulate or evaluate business strategy to gain a 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.



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

foster.school/bmc

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

Leadership is both an art and a science. It is a way of thinking and behaving, as well as a set of skills that can be developed and honed throughout a lifetime. Talented leaders who do not fully appreciate and develop their abilities to effectively lead and manage themselves, individuals, and teams will face rejection, regardless of their technical competence or intelligence. Whether you are already an experienced manager or aspire to become one, these class sessions are designed to broaden your thinking about leadership and equip you with practical tools from cutting-edge research to become a more effective leader in the workplace.

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.

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
BMC Program Faculty Director, Associate Teaching Professor Marketing

WENDY BAESLER
Acting Instructor of Accounting

JEAN CHOY
Associate Dean, Executive Education and International Initiatives

JENNIFER GRAVES
Assistant Teaching Professor of Operations Management, Affiliate Instructor of Finance

RICK MCPHERSON
Assistant Teaching Professor, Management and Organization

ELIJAH WEE
Associate Professor of Management

LEARN MORE

PHONE: 206-543-8560
WEB: foster.school/bmc
E-MAIL: execed@uw.edu

FOSTER
EXECUTIVE EDUCATION
UNIVERSITY of WASHINGTON