The USC Marshall School of Business Difference

Our professors are recognized leaders in their fields, with extensive real-world experience and outstanding teaching capabilities. You will gain access to USC Marshall faculty and their innovative instructional methods, relevant case studies, current business models, and experiential exercises that will deliver actionable business results.

Short Courses for Success
Designed for busy professionals, our Executive Education concentrated courses are one to seven days in length and deliver the essential business skills working professionals need to excel. Taught in a real-world framework, our professional development programs help you acquire skills that are immediately applicable and provide long-term results.

At Your Own Pace and Time
Our convenient online courses fit perfectly into any busy schedule. They can be taken anywhere and anytime during the scheduled three to five-week sessions and are approximately 12–18 hours long. Online video sessions, interactive exercises, and discussions with faculty and other course participants allow for flexible learning, application, and acceleration of your business skills.

Custom: Tailored to Your Company
We will work closely with your company to create strategic, custom-designed professional development solutions tailored to your company needs for groups of 15 or more employees. USC Marshall faculty are prepared to collaborate with your senior executives to ensure that your custom-designed program is relevant and rigorous, while delivering maximum impact and lasting change.

Custom Program Solutions Can:
- Formalize your strategic vision and align it to your corporate culture
- Strengthen financial, business, leadership and management skills
- Address challenges and take advantage of new opportunities
- Develop high-potential employees for retention and growth
- Balance immediate results with long-term impact
- Help drive confidence and success and while creating profit

USC Marshall is a home for business leaders. At Marshall, we set the standard for top-tier professional development, helping new managers and seasoned executives alike fine-tune the knowledge and skills to take their organizations — and their careers — to the next level.

At Marshall, we are all about the Trojan Family, preparing and supporting members of the USC community to thrive. Our team in the Office of Executive Education equips participants with critical tools and connections, and our programs and courses provide crucial opportunities to examine workplace challenges and develop winning solutions.

We welcome your interest in the outstanding Executive Education programming of USC Marshall.

Fight On!

James G. Ellis
Dean, USC Marshall School of Business
<table>
<thead>
<tr>
<th>Program Name</th>
<th>Duration/Format</th>
<th>Dates</th>
<th>Location</th>
<th>Price</th>
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<tbody>
<tr>
<td>The Leadership Course</td>
<td>Approx. 12 hours, during 3 weeks</td>
<td>May 4–May 25</td>
<td>ONLINE</td>
<td>$1,195</td>
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<tr>
<td>Leadership Development for High Performing Teams</td>
<td>8 a.m. – 5 p.m., 2 Days</td>
<td>Apr. 5-6</td>
<td>IN-PERSON</td>
<td>$2,450</td>
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<tr>
<td>NEW! Leadership Essentials: Fast Tracking Your Impact</td>
<td>8 a.m. – 5 p.m., 4 Days</td>
<td>June 6–9</td>
<td>IN-PERSON</td>
<td>$3,950</td>
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<tr>
<td>NEW! The Leadership Journey: Developing Yourself and Others</td>
<td>9 a.m. – 5:30 p.m., 3 Days</td>
<td>May 24–26</td>
<td>IN-PERSON</td>
<td>$3,250</td>
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<tr>
<td>NEW! Power and Influence: Take Your Leadership to the Next Level</td>
<td>8 a.m. – 5 p.m., 2 Days</td>
<td>Apr. 20–21</td>
<td>IN-PERSON</td>
<td>$2,450</td>
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<tr>
<td>NEW! The Power of Stories: Engaging and Inspiring Customers, Partners and Others</td>
<td>8 a.m. – 5 p.m., 1 Day</td>
<td>June 3</td>
<td>IN-PERSON</td>
<td>$1,250</td>
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<tr>
<td>NEW! Strategic Analysis for Competitive Advantage</td>
<td>Approx. 12 hours, during 3 weeks</td>
<td>Mar. 23–Apr. 13</td>
<td>ONLINE</td>
<td>$995</td>
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<td>NEW! Driving Strategies for Maximizing Value and Growth</td>
<td>8 a.m. – 5 p.m., 2 Days</td>
<td>Apr. 26–27</td>
<td>IN-PERSON</td>
<td>$2,450</td>
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<td>Strategic Marketing</td>
<td>Approx. 18 hours, during 5 weeks</td>
<td>Apr. 13–May 18</td>
<td>ONLINE</td>
<td>$995</td>
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<td>Program Calendar</td>
<td>JANUARY 2016–JUNE 2016</td>
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<td>8 a.m. – 5 p.m., 2 Days, $2,450</td>
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<td><strong>Management Development Program: Business Essentials for Managers</strong></td>
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<td>9 a.m. – 4 p.m., 7 Saturdays, $4,550</td>
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<td><strong>Effectively Negotiating with the Power of Persuasion</strong></td>
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<td>8 a.m. – 5 p.m., 2 Days, $1,800</td>
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<td>Approx. 12 hours, during 3 weeks, $795</td>
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<td><strong>Supply Chain Management</strong></td>
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<td>Approx. 12 hours, during 3 weeks, $895</td>
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<td><strong>Understanding Finance and Accounting for Non-Financial Managers</strong></td>
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<td>8 a.m. – 5 p.m., 3 Days, $2,450</td>
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<td><strong>Food Industry Executive Program</strong></td>
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<td>8 a.m. – 5 p.m., 4 Days, $3,995</td>
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Executive Education Course Descriptions

What Happens After I Register?

IN PERSON COURSE
After registration, you will receive an automated email confirming your registration in the course. Reminder emails are sent 3 months, 2 months, 1 month, and 2 weeks before the program begins. At least 1-2 weeks before the program begins, you will receive an email regarding logistical information: confirming the time of your course, your schedule, any pre-work readings you need to complete, parking information, etc. Course price includes breakfast, break food, lunch, parking and all learning materials.

ONLINE COURSE
After registration, you will receive an automated email confirming your registration in the course. Reminder emails are sent 3 months, 2 months, 1 month, and 2 weeks before the program begins. Registration will close on the Tuesday at noon before your course begins on Wednesday. Tuesday afternoon, you will receive an email regarding instructions detailing the login for the course.

CREDITS EXPLAINED:

CEU Credits Explained: A continuing education unit (CEU) is a measure used in continuing education programs, particularly those required in a licensed profession, for the professional to maintain the license. A CEU unit of credit equals to 10 hours of participation in an accredited program designed for professionals with certificates or licenses to practice various professions. The annual number of CEUs required varies by state and profession.

CPE Credits Explained*: USC Marshall School of Business is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org
The Leadership Course

Program outline: Learn the leadership techniques that deliver new ideas and quick execution for individuals, teams and entire organizations. This online course shows you the broad methods for establishing guidelines, utilizing talents, allocating personnel and assigning roles, as well as building trust while establishing accountability.

What you will learn:
- Understand personal leadership style
- Recognize when and how to adjust leadership style for the betterment of the team
- Learn effective methods for facilitating and managing teams
- Discover ways to manage conflict
- Build trust and team accountability
- Elevate performance level of a group and entire organization

Who should attend: This program is for supervisors, managers and directors changing roles or increasing responsibilities leading others within both small and large organizations.

Faculty: Dave Logan, Ph.D., is a Lecturer in the USC Marshall School of Business, the best-selling author of Tribal Leadership, and a management consultant.

Dates: May 4, 2016 – May 25, 2016, fall dates coming soon

Cost: $1,195

CEU Credits: You will earn 1.3 CEU credits taking this online course.

Leadership Development for High Performing Teams

Program outline: Through assessments and in-class exercises, this program will analyze individuals’ leadership styles and provide methods for facilitating high performing teams. Learn methods for establishing guidelines, utilizing talents, allocating personnel and assigning roles, building trust, and establishing accountability. These tools are incorporated by efficient and successful leaders to maintain performance and team morale.

What you will learn:
- Identify the essential qualities of effective team leaders
- Learn how to build group trust, confidence, vision and goals in team members
- Discover how to assess skill sets of others and apply to specific roles and team goals
- Learn techniques for effective negotiation, conflict management and accountability
- Understand how to motivate team members and sustain momentum

Who should attend: The program is geared toward supervisors, managers or executives in all disciplines and business functions responsible for the performance of teams.

Faculty: Dave Logan, Ph.D., is a Lecturer in the USC Marshall School of Business, the best-selling author of Tribal Leadership, and a management consultant.

Dates: April 5, 2016 – April 6, 2016, fall dates coming soon

Time: 8 a.m. – 5 p.m.

Cost: $2,450

CEU Credits: You will earn 1.6 CEU credits taking this in person course.

CPE Credits (NSBA): Leadership Development for High Performing Teams has been approved for 18 CPE units, all in Communications.

NEW! Leadership Essentials: Fast Tracking Your Impact

Program outline: Gain an understanding of how you are perceived as a leader and leave with an action plan for success. Over the course of four intense days, you will examine your personal leadership style as perceived by others around you. Through a combination of experiential activities, presentations, and case studies, you will explore the essence of effective leadership and gain new insights into your capabilities as a leader.

*Optional One-on-One Coaching Available

What you will learn:
- Start with a powerful 360 assessment and feedback
- Understand leadership styles and when to use them
- Recognize power dynamics and unpack how they influence your leadership
- Use your communication skills and EQ to effectively lead
- Improve your negotiation skills to effectively lead your team
- Better understand the importance of ethical leadership
Who should attend: This program is for those with at least two years' experience leading people in a managerial and director role.

3 Faculty: (1) Nate Fast, Ph.D., USC Marshall Assistant Professor of Management and Organization, was recently selected by Poets & Quants as one of "The World's 40 Best B-School Profs Under the Age of 40". (2) Scott Wiltermuth, Ph.D., USC Marshall Associate Professor of Management and Organization, is a frequently published researcher. (3) Cheryl Wakslak, Ph.D., USC Marshall Assistant Professor of Management and Organization, is also a frequently published researcher.

Dates: June 6, 2016 – June 9, 2016, fall dates coming soon  Time: 8 a.m. – 5 p.m.

Cost: $3,950

CEU Credits: You will earn 3.2 CEU credits taking this in person course.

NEW! The Leadership Journey: Developing Yourself and Others

Program outline: Discover the framework and tools to understand your personal leadership style and make a significant impact on those around you. You will discover how to keep your employees motivated, the most effective way to communicate, influence and persuade, how to build an adaptive team and organization, and how to avoid decision traps that occur when fundamental shifts are unfolding in your organization. You'll leave with a new understanding of high-quality connections and positive leadership that can help others grow, plus a renewed appreciation of your own potential.

*Optional One-on-One Coaching Available

What you will learn:

- Start with a powerful 360 assessment and feedback
- Recognize the differences between managing and leading
- Discover how you need to think about your development as a leader
- Learn the challenges of coaching and providing feedback to associates
- Define who you aspire to become as a leader
- Build skills in constructive influence and persuasion
- Build trust and team accountability
- Define your leadership values and capabilities

Who should attend: This program is for managers, directors and executives with at least five years of experience interested in improving their leadership skills.

Faculty: Jay Conger, DBA from Harvard, a USC Marshall research scientist at the Center for Effective Organizations and the Henry Kravis Chaired Professor of Leadership at Claremont McKenna College.

Dates: May 24, 2016 – May 26, 2016, fall dates coming soon  Time: 9 a.m. – 5:30 p.m.

Cost: $3,250

CEU Credits: You will earn 2.25 CEU credits taking this in person course.

CPE Credits (NSBA): The Leadership Journey: Developing Yourself and Others has been approved for 25 CPE units, all in Personal Development.

*NEW! One-on-One Coaching


Contact us directly to get more information and schedule One-on-One Coaching

90 day Coaching Program: 9 x 45 minute sessions, 1 Behavior Styles Assessment

Cost: $3,900 (Additional session $475 each)

NEW! Power and Influence: Take Your Leadership to Next Level

Program outline: This 2-day program focuses on the ways in which power and influence dynamics can both serve and hinder leaders, providing tools and insights for maximizing personal effectiveness. The course goes beyond merely discussing theories and is designed to be intellectually stimulating as well as experientially engaging. You will gain new insights, and skills, enabling you to navigate power and influence dynamics more effectively while building up the skills and abilities of those around you.

What you will learn:

- Recognize power dynamics in everyday life and unpack how they influence leadership abilities, including communication, conflict management, and decision making
• Review current research on the various determinants of power, including traits, habits, interpersonal styles, nonverbal behaviors, and strategic actions
• Understand the psychological consequences of having or lacking power and influence
• Master the mindsets that effective leaders employ to grow more powerful and resilient
• Identify practical ways to strengthen and expand your professional network
• Understand (and avoid) the costs and pitfalls associated with power and influence

Who should attend: This program is for managers, directors and executives with at least five years of experience interested in refining their leadership skills.

Faculty: Nate Fast, Ph.D., USC Marshall Assistant Professor of Management and Organization, was recently selected by Poets & Quants as one of "The World's 40 Best B-School Profs Under the Age of 40".

Dates: April 20, 2016 – April 21, 2016, fall dates coming soon  Time: 8 a.m. – 5 p.m.
Cost: $2,450
CEU Credits: You will earn 1.6 CEU credits taking this in person course.

NEW! The Power of Stories: Engaging and Inspiring Customers, Partners and Others

Program outline: Stories inspire us to try and to buy, to explore and to experiment, to consider new possibilities, and to push the boundaries of the status quo. They are embedded in so much of what we do in business – the sales call, the executive pitch, the television advertisement, the managerial recommendation, the job interview, the motivational team talk, and more. This 1-day, highly interactive workshop explores storytelling as a portfolio of techniques that engage, compel, persuade, and influence, to support better informed decision-making and more effective organizational action.

What you will learn:
• Understand the tools that enhance effectiveness in telling stories that propel a business forward
• Create business-related stories using techniques such as storyboarding and digital storytelling
• Understand how business-related storytelling relates to specific business outcomes (e.g., marketing ROI, customer satisfaction, project fundability)
• Deploy storytelling techniques within your own organization, to further your firms’ business objectives

Who should attend: This program is great for mid-level managers to executives with varied job responsibilities, including those in business development, marketing, and new product development.

2 Faculty: (1) Elissa Grossman, Ph.D., USC Marshall Associate Professor of Clinical Entrepreneurship, Lloyd Greif Center for Entrepreneurial Studies. (2) Miriam Burgos, MBA, Assistant Professor of Clinical Marketing, specializes in multi-cultural marketing and sales management.

Dates: June 3, 2016  Time: 8 a.m. – 5 p.m.
Cost: $1,250
CEU Credits: You will earn 0.8 CEU credits taking this in person course.

STRATEGY COURSES

NEW! Strategic Analysis for Competitive Advantage

Program outline: This program will present the core areas of business strategy and develop skills for making strategic decisions and translating those decisions into real-world implementation. You will complete the program with an enhanced understanding of how to make revenue-generating decisions that lead to long term achievement and value creation.

What you will learn:
• Explore what “strategy” truly is
• Learn to develop and evaluate competitive strategies
• Apply basic principles to nurture decisions that achieve objectives and foster growth
• Understand the trade-offs involved in making strategic decisions
• Address the challenge of sustainability and how to maximize the long-term value of the organization
• Learn when to replace an old strategy with a new one to meet changing technologies and increasing competition

Who should attend: The program is perfect for directors and executives seeking to improve their strategic mindset, improve decision-making skills, lead teams and organizations, and enhance their organization’s competitive advantage.
**NEW! Driving Strategies for Maximizing Value and Growth**

**Program outline:** This course will show you how to craft, implement and sustain a cohesive strategy to maximize long-term profits. Learn to work with analytical tools that aid strategic decision-making while understanding the environment that includes your customers, technology, economics, capital markets, competitors, special interest groups, and government. This course will go beyond theories and will help you generate skills and enhance your role in your organization.

**What you will learn:**
- Understand the difference between strategy and operational effectiveness
- Learn how to identify key issues in the industry environment that need to be considered when making strategic decisions
- Be able to analyze corporate strategy—how firms decide what markets to enter and how they take advantage of competing in multiple markets
- Recognize the challenges of strategy execution and understand how to create the necessary organizational change(s)

**Who should attend:** This course is best suited for managers, senior managers and executives who are in or moving into a position that requires understanding the full process of formulating and executing a strategic plan.

**Faculty:** Peer Fiss, Ph. D., USC Marshall Associate Professor of Management and Organization, conducts research that lies at the intersection of organization theory and strategic management.

**Dates:** April 26, 2016 - April 27, 2016, fall dates coming soon  
**Time:** 8 a.m. – 5 p.m.

**Cost:** $2,450

**CEU Credits:** You will earn 1.6 CEU credits taking this in person course.

**CPE Credits (NSBA):** The Driving Strategies for Maximizing Value and Growth program has been approved for 18 CPE credits, all in Business Management and Organization.

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**Strategic Marketing**

**Program outline:** This program will show you how to analyze market opportunities and effectively position your new and/or existing concepts, services, and products in viable markets for successful results. You will complete the course with a firm understanding of marketing concepts and an integrated strategic marketing plan.

**What you will learn:**
- Gain an understanding of the language, theories and concepts of marketing
- Evaluate market dynamics in a variety of business settings and their respective value chains to identify opportunities
- Analyze customers and prospects to identify their needs and identify the most profitable target markets
- Be able to identify market opportunities to maximize customer and company value among a variety of industries, types of customers and geographic settings
- Acquire the skills required to develop an effective integrated strategic marketing plan

**Who should attend:** This program is ideal for business professionals, entrepreneurs, and small business owners looking to enter new markets, develop new products or enhance strategic marketing skills.

**Faculty:** Diane Badame, Ph.D., USC Marshall Professor of Clinical Marketing, currently serves as the Academic Director of the Masters in Marketing Program.

**Dates:** April 13, 2016 - May 18, 2016, fall dates coming soon

**Cost:** $995

**CEU:** You will earn 1.7 CEU credits taking this online course.
INNOVATION COURSES

NEW! Driving Innovation in Your Company

Program outline: This 2-day intensive workshop, will look at how the “fuzzy front end” of innovation fits into the larger company ecosystem, paying particular attention to fostering alignment among internal and external stakeholders: the creators, the evaluators, and the drivers. You will learn a systematic process that is adaptable to any type of innovation.

What you will learn:
- Understand the mindset and challenges of those in the various organizational roles essential to supporting superior innovation
- Deploy a systematic process that will create momentum for more compelling innovation
- Reduce the unknowns in the innovation process through rapid experimentation and small bets that produce superior solutions
- Make better decisions about which projects to move forward and fund

Who should attend: This course is best suited for mid-level managers to executives who want to improve the effectiveness of their company's innovation ecosystem. It is particularly valuable for those who lead project teams and need to innovate more quickly and with greater impact.

2 Faculty: (1) Kathleen Allen, Ph.D., USC Marshall Professor of Clinical Entrepreneurship, Lloyd Greif Center for Entrepreneurial Studies. (2) Elissa Grossman, Ph.D., USC Marshall Associate Professor of Clinical Entrepreneurship, Lloyd Greif Center for Entrepreneurial Studies.

Dates: May 4, 2016 – May 5, 2016, fall dates coming soon  Time: 8 a.m. – 5 p.m.

Cost: $2,450

CEU Credits: You will earn 1.6 CEU credits taking this in person course.

MANAGEMENT COURSES

Management Development Program: Business Essentials for Managers

Program outline: Through interactive, experiential and practical exercises, this program will introduce you to essential business concepts to help you develop the skills to become a key contributor in your organization. Whether you have changed roles or taken on more responsibility in your current position, there are necessary business concepts by which every company operates, no matter the size, industry, and profits. This program will deepen your knowledge of those business concepts and teach you to communicate with management and executives in business terms they understand.

What you will learn:
- Complete an MBTI self-assessment
- Gain an understanding of the competitive forces that influence corporate success
- Learn strategic and managerial skills necessary for the business world
- Understand financial management and its relationship to monitoring and evaluating your organization’s performance
- Learn the value of firms and the strategies that shareholders value
- Understand effective marketing strategies to exceed customer expectations

Who should attend: This program is specifically designed for managers with 2 to 7 years of experience, professionals with management responsibilities lacking any formal business education, specialists taking on general responsibilities, or anyone who simply wants exposure to the most current business practices.

8 USC Marshall Faculty: (1) James J. Owens; (2) Merle Hopkins; (3) Kathleen Allen; (4) Michael Coombs; (5) Sampath Rajagopalan (Raj); (6) Rex Kovacevich; (7) Gita Govahi; (8) Terance Wolfe. Check web site for complete bios.

Dates: February 27, 2016 - April 16, 2016, fall dates coming soon  Time: 9 a.m. – 4 p.m.

Cost: $4,550

CEU Credits: You will earn 5.6 CEU credits taking this in person course.

CPE Credits (NSBA): Management Development Program has been approved for 46 CPE units in Accounting (3), Finance (3), Marketing (3), Communication (18), Personal Development (6) and Business Management & Organization (13).
Effectively Negotiating with the Power of Persuasion

Program outline: This highly-interactive course immerses you in the foundation to analyze and approach negotiations for optimal results. Half art, half science, negotiation and persuasion skills are vital for real-world and business success. This course will build your confidence and provide you with skills you can implement immediately.

What you will learn:

- Develop a greater understanding of the factors that facilitate and hamper effective negotiation and persuasion
- Improve your ability to analyze the needs, concerns, motivations, and desires of other negotiators
- Develop confidence in the negotiation process as an effective means for resolving conflict in organizations
- Develop strategic thinking skills in selecting behaviors that increase the likelihood of satisfactory negotiation both within and across cultures
- Become more successful at achieving consensus within your organization

Who should attend: The program is geared toward professionals in any type of business who want to improve their negotiation performance, better understand their own negotiation style, and create more beneficial results in their interactions.

Faculty: Peter Kim is a Professor of Management and Organization at USC Marshall with research interests in the dynamics of interpersonal perceptions and their implications for work groups, negotiations, and dispute resolution.

In Person Dates: May 10, 2016 - May 11, 2016, fall dates coming soon

Time: 8 a.m. – 5 p.m.

In Person Cost: $1,800

In Person CEU Credits: You will earn 1.6 CEU credits taking this in person course.

In Person CPE Credits: Effectively Negotiating with the Power of Persuasion has been approved for 18 CPE units, all in Communication.

Online Dates: March 2, 2016 - March 23, 2016, fall dates coming soon

Online Cost: $795

Online CEU Credits: You will earn 1.2 CEU credits taking this online course.

Supply Chain Management

Program outline: Learn how to carefully evaluate your firm’s supply chain by creating an effective design and policies that maximize return on investments while improving ability to serve customers. This program is structured for participants to directly utilize precise tools and skills learned in the online sessions in their own business operations to help manage all aspects of supply chain management, including purchasing, logistics, inventory management, compliance, and outsourcing.

What you will learn:

- Learn effective supply chain strategies
- Discover performance metrics for supply chains
- Practice quick and accurate response supply chain design
- Identify dynamic vendor managed inventory
- Learn essential forecasting and demand planning
- Review trends and best practices in supply chain management

Who should attend: This course is ideal for mid- and senior level managers in procurement, logistics, distribution, project management, marketing and operations looking to design and manage supply chains for companies and clients.

Faculty: S. "Raj" Rajagopalan, Ph.D., USC Marshall Professor in the Data Sciences and Operations Department, has taught for over 25 years in the MBA programs and has consulted for firms such as Johnson and Johnson, Hewlett Packard and Coleman.

Dates: February 24, 2016 - March 16, 2016, fall dates coming soon

Cost: $895

CEU Credits: You will earn 1.2 CEU credits taking this online course.
Understanding Finance and Accounting for Non-Financial Managers

Program outline: This course will equip non-financial managers with the knowledge you need to plan budgets, justify requests, analyze financial statements and understand how they relate, and interpret a company's profitability. Gain the finance and accounting knowledge to communicate more effectively with financial managers and executives.

What you will learn:
- Read and understand balance sheets and income statements
- Understand how common economic transactions impact financial statements
- Evaluate a company’s financial performance
- Analyze financial statements and understand the drivers of firm value
- Explore the sources and costs of capital and factors of investment decisions
- Learn alternative business valuation principles and how they impact value

Who should attend: This course is essential for managers of departments new to financial concepts and accounting techniques who want to develop more confidence in their analytical skills. No prior classroom experience in accounting or finance is expected.

2 Faculty: (1) Julia Plotts, MBA, USC Marshall Associate Professor of Clinical Finance and Business Economics, teaching in MBA and undergraduate programs since 2002. (2) Mark DeFond, Ph.D., USC Marshall Professor of Accounting, is a board member of several leading academic journals and a recipient of several research awards.

In Person Dates: April 13, 2016–April 15, 2016, fall dates coming soon  Time: 8 a.m. – 4 p.m.
In Person Cost: $2,450
In Person CEU Credits: You will earn 2.4 CEU credits taking this in person course.
In Person CPE Credits: Understanding Finance and Accounting has been approved for 27 CPE units in Accounting (14) and Finance (13).

Online Dates: April 27, 2016 - May 18, 2016, fall dates coming soon
Online Cost: $995
Online CEU Credits: You will earn 1.8 CEU credits taking this online course.

Food Industry Executive Program

Program outline: This innovative 4-day program will enhance your food industry business mindset while providing key knowledge and the latest strategic tools. Using recent industry case studies and interactive group discussions, you will complete the program inspired and equipped to influence your organizations.

What you will learn:
- Building strength based teams
- Develop a strategic mindset
- Investigate the dynamic landscape of food retailing
- Understand the financial perspective
- Master strategic marketing
- Develop lifetime customer value
- Grasp management priorities, globalization, and the future of the food industry

Who should attend: This program is designed for experienced leaders in all sectors of the global food industry in both manufacturing and retail.

USC Faculty & Industry Experts: See web site for newest listing of professors and coveted industry experts

Dates: March 14, 2016 - March 17, 2016, fall dates coming soon  Time: 8 a.m. – 5 p.m.
Cost: $3,995
CEU Credits: You will earn 3.2 CEU credits taking this in person course.

CPE Credits (NSBA): Food Industry Executive Program has been approved for 36 CPE units in Communications (4.5), Behavioral Ethics (4.5), Marketing (4.5), Personal Development (4.5) Business Management & Organization (9.0), and Specialized Knowledge and Application (9.0).