Syllabus
CTPS 6302
Advanced Business Management Certificate Program

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Course Description
This course is designed to prepare postdocs and advanced graduate students for leadership positions in science and business. Students will gain knowledge of core concepts and practices of business and management including managerial economics, marketing management, leadership, conflict resolution, organizational behavior, HR management, business statistics, financial and managerial accounting, financial management, grant management, and strategic management. These skills are needed for managing a laboratory, in administrative duties, and provide entry level skills for a career in the private sector.

Dates/Times: Thursdays, 5:15-8:15 pm, January 10 – April 11
Location: 3.320 Levin Hall

Objectives
After completing the course, post docs and advanced graduate students will understand foundation elements of current business theory and practice, and be prepared to:

- Create and/or analyze a marketing plan for their department or unit.
- Select appropriate techniques and formulate management and policy questions in microeconomic and macroeconomic terms.
- Assess and address complex issues of conflict resolution using proven tools and techniques to maintain a constructive working relationship.
- Utilize best practices across a range of complex organizations including leadership in an era of economic uncertainty.
- Enhance executive and professional abilities through application of concepts, theories and frames of reference to examine cases studies.
- Understand the language of financial statements including income statements, balance sheets, cash flow statements, and interrelationships between statements.
- Make sound decisions based on business cost structure including cost behavior, measuring and estimating costs, and cost-profit-volume issues.
- Establish comprehensive grant management plan from pre-award to post-award research administration.
- Formulate sound investment decisions for increased profits with a firm grasp of financial management concepts.
- Strengthen business decisions utilizing statistical analysis, hypothesis testing, confidence intervals, correlation analysis and regression/forecasting techniques from the business manager’s perspective.
- Apply practices, policies and procedures to select, develop and retain an outstanding workforce.
- Identify and develop business strategies at the level of the total enterprise, addressing problems in a systematic fashion.
- Identify various types of intellectual property, how it is managed, and value and strategies of property across various industries.
Prerequisites: None

Required Texts: None

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<tr>
<th>Topics</th>
<th>Content/instructor:</th>
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| Jan. 10             | Marketing Management -- target marketing, understanding consumer needs and wants, controlling service-oriented marketing mix, benchmarking, blueprinting, analyzing components of a marketing plan.  
                       | Instructor: Kathleen Williamson, Ph.D.                                               |
| Jan. 17             | Managerial Economics – fundamental economic concepts relevant to managerial decision-making based on choices derived from specific conditions and achievement of objectives.  
                       | Instructor: Stephen Cotten, Ph.D.                                                    |
| Jan. 24             | Leadership – examine leadership best practices across a range of complex organizations including attributes of top CEOs and executives.  
                       | Instructor: Gene Easley, Ph.D.                                                       |
| Jan. 31             | Conflict Resolution – focus on accessing the 2 types of conflict; how to manage productive conflict to foster ideas and innovation, and how to circumvent destructive conflict that hinders morale and productivity.  
                       | Instructor: J. Michael McMullen. Ph.D.                                                |
| Feb 7               | Organizational Behavior – develop an understanding of basic behavioral theory and its application to contemporary organizations; and behavioral techniques and their use in the world of management.  
                       | Instructor: Kevin Wooten, Ph.D.                                                      |
| Feb 14              | Financial Accounting – understand the language and relationships of financial statements critical to the economic health and financial stability of an organization.  
                       | Instructor: Hui Du, Ph.D.                                                            |
| Feb 21              | Managerial Accounting – how to obtain information for planning and control functions specifically addressing cost behavior, measurement, estimating, and cost-profit-volume issues.  
                       | Instructor: Hui Du, Ph.D.                                                            |
| Feb 28              | Grant Management – encompasses everything that a researcher must do to obtain funding from seeking funding sources, writing the proposal, insure compliance, negotiation, and securing funding. Post-award administration oversees the use of funds including cost sharing, equipment policies and procedures, financial reporting, cost transferring, time and effort reporting, account administration, sub-contracting, and close out.  
                       | Instructor: Andrew McNees, Ph.D.                                                     |
| Mar. 7              | Financial Management – investigate how to increase profits through wise investment decisions including concepts on the time value of money, discounted cash flow, the cost of capital, capital budgeting, and investment trade-offs.  
                       | Instructor: Edward Waller, Ph.D.                                                     |
Mar. 21  Statistics in Business – discuss various levels of data measurement and presentation of random sampling techniques covering measures of central tendency and their application in business situations, as well as sources of variability and important measures of dispersion. The empirical rule is presented with particular emphasis on SQC/SPC and Six Sigma. An overview of statistical analysis, hypothesis testing, confidence intervals, correlation analysis and regression/forecasting techniques included.
  Instructor: Faizia Zalila, Ph.D.

Mar. 28  Human Resource Management – develop awareness and knowledge of overall human resource practices; general policies, procedures, and practices in handling human resource issues; and legal issues in employment, licensing, and regulatory concerns in healthcare. Students will develop skills in the areas of selecting, coaching, training, appraising and termination of employees.
  Instructor:  Kevin Wooten, Ph.D.

Apr. 4  Strategic Management – introduction to critical business skills of planning and managing strategic activities through conceptual understanding of the trade-offs and competing objectives that may be involved in strategic analysis, as well as issues of social responsibility and ethics. Learn problem identification and analysis at the total enterprise level, identifying the important problems and how to go about considering them in a systematic and rigorous fashion.
  Instructor: Dorothy Kirkman, Ph.D.

Apr. 11  Management of Technology – introduction to the types of intellectual property, including patents, trademarks, copyrights, and trade secrets. Discussion of how universities and private industry manage intellectual property, the value of intellectual property in different industries including biotech and electronics, and strategies for maximizing the value of intellectual property
  Instructor: Jason Abair, JD

Class Policies:
E-Learning Platform
A UTMB Blackboard shell will be provided for students’ and faculty for presentations, linked reading and discussion boards for each module. An assignment tool will allow students to upload their module exam. A designated email process will accommodate questions, share thoughts, readings and materials of interest.

Absences
Over the 13 weeks, participants must be present and participate in at least 11 of the modules; participation includes turning in each week’s assignment on time. Attendance will be taken at the beginning of each session by means of a sign-in sheet, which will be removed after 15 minutes. Anyone arriving more than 15 minutes late will be considered absent.

Grading
Each module consists of lectures, discussion and presentations. Reading assignments will be available on Blackboard. Satisfactory/Unsatisfactory grading will be based on Attendance and Examination. To reiterate: participants may miss no more than two class sessions and/or module assignments.
  •  Attendance is required to be eligible to take the examination.
  •  Examinations are open book, distributed after each module, due Monday following class each week, an exam may be retaken, if necessary. Examinations will measure if a student has successfully mastered the weekly materials. Exams must be completed individually.
Course Evaluation
At the end of each class session, all participants will be required to complete an evaluation of the module and the instructor including pace of the course, method of instruction, and suitability of the course for others.

Disability/Special Accommodations Statement
It is the policy of the University of Texas Medical Branch (UTMB) to comply with the Americans with Disabilities Act, Section 504 of the Rehabilitation Act of 1973, and state and local requirements regarding students and applicants with disabilities. Under these laws, no otherwise qualified and competitive individual with a disability shall be denied access to or participation in services, programs, and activities of UTMB-Galveston solely on the basis of the disability.

UTMB is committed to equal opportunity for students with disabilities. If you have a documented disability or would like to obtain information regarding services for students with disabilities, a complete copy of the “Student with Disabilities: Guidelines for Compliance” may be obtained from the Office of Equal Opportunity and Diversity.

UTMB Honor Pledge
On my honor, as a member of the UTMB community, I pledge to act with integrity, compassion and respect in all my academic and professional endeavors.

Student Conduct and Discipline
Student Conduct and Discipline policy in the Institutional Handbook of Policies and Procedures (IHOP), Section 7.1.3 (http://www.utmb.edu/policy/ihop/search/07-01-03.pdf). “General Responsibilities: It is the responsibility of every student, faculty member and administrative official to initiate a disciplinary complaint when scholastic dishonesty or other misconduct is involved” UTMB IHOP Section 7.1.3. Student Conduct and Discipline: General Responsibilities.