

Designed for Professionals  
**Serious** About Career Advancement



2007

Executive Education Programs

## Executive Education **Certificate** Programs

The Management Development Program  
Finance and Accounting for the Non-Financial Manager  
Leadership Development Program for Engineers, Technologists and Scientists  
Six Sigma Green Belt and Black Belt  
Executive Program in Global Business  
IT Management Program  
Project Management Leadership Program

# Executive Education **Certificate Programs**

The Georgia Institute of Technology is consistently ranked as one of the top 10 universities in the country by *US News and World Report*. The Georgia Tech College of Management is fast becoming one of the top providers of executive development workshops and certificate programs in the Southeast. This postcard provides an overview of the certificate programs scheduled for 2007. Visit Georgia Tech's executive education web site at [www.execinfo.org](http://www.execinfo.org) for details on program content, professor profiles, and registration options.

## **The Management Development Program**

*Executive Training for High-Potential Managers*

**5-Day Program, Meets Five Consecutive Fridays; March 2, 9, 16, 23 and 30, 2007** \$3,900 per person

Throughout this highly popular program you will be challenged to refine and expand your thinking as you explore the latest leadership and managerial concepts. Program topics include: Leadership and Improving Your Influencing Skills; Managing for Value Creation and Best Practices in Financial Reporting; Ethical Leadership and Marketing Strategies; Innovation Management and Leading Change; and Strategic Planning and Execution. (Certificate Option Available)

## **Finance and Accounting for the Non-Financial Manager**

*Frameworks and Tools to Improve Decision-Making*

**One Saturday (February 24, 2007) and Nine Monday Afternoons (Feb. 26-April 23)** \$3,900 per person

Even experienced managers find finance and accounting difficult to understand and apply. This popular program will provide proven concepts and tools needed to improve operating and financial decisions. Program topics include: How to read and interpret financial statements; Evaluating financial performance and managerial accounting practices; Financial forecasting and managing growth; and Creating value through financial decisions. (Certificate Option Available)

To register by phone, call **404.894.8700 or 800.815.7662**



## The IT Management Program

*Developed in Partnership with Atlanta-Area CIOs*

**8.5-Day Program offered in two Modules, March 26-29 and April 23-27 (noon), 2007 \$6,500 per person**

This program is designed to help IT managers develop their leadership skills and business acumen to deliver superior value to their organizations through information technology. Program topics include: IT Strategic Planning and Governance; Justifying IT Investments; Managing IT Projects; IT Leadership; Change Management; IT Security and Business Continuity; Managing Outsourced Relationships; Emerging Technologies and Trends; Negotiation Skills; Managing High-Performance Teams and Dealing with Difficult People; and HR Management. Upon completion, participants will receive a Georgia Tech Certificate in IT Leadership.

## Project Management Leadership Program

*Strategies and Tools for Leading Projects*

**8-Day Program offered in two 4-Day Modules, March 12-15 and April 16-19, 2007 \$6,500 per person**

Every project is different but the elements of a successfully managed project are always the same: on time, on budget and surpassing customer expectations. Program topics include all of the Project Management Institute (PMI) subjects plus sessions led by Georgia Tech's top professors in leadership and organizational behavior. The 2006 program participants rated this program at 9.88 out of 10. Participants will receive a Georgia Tech Certificate in Project Management.

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SPECIAL NOTE: Discounts are available to companies that send three or more employees to the same program. To receive the discount, team members should register at the same time. Call Laura Day at 404.894.8700 for more details. Small nonprofits may qualify for a special discounted rate through the Georgia Center for Nonprofit's Open Seat Matching Program. Visit [www.gcn.org](http://www.gcn.org) for details. Program offerings, dates, and prices subject to change.

To register online, visit [www.execinfo.org](http://www.execinfo.org)

# Designed for Professionals **Serious** About Career Advancement



## Leadership Development Program for Engineers, Technologists and Scientists

**8-Day Program offered in two 4-Day Modules, April 30-May 3 and June 4-7, 2007** \$6,500 per person

**NEW PROGRAM**—The Georgia Tech College of Management is one of the best in the country in helping engineers, technologists and scientists master the leadership skills required to become future senior executives. This innovative program offers all of the leadership and general management subjects that CEOs identify as critical to solving today's most pressing business issues and leading organizations to sustainable innovation and profitable growth. Upon completion, participants will receive a Georgia Tech Certificate in Innovation Leadership.

## The Georgia Tech Six Sigma Certification Program

*Green Belt and Black Belt Certification*

**Green Belt: 8-Day Program in two 4-Day Modules, Jan. 22-25 and Feb. 19-22, 2007** \$6,500 per person

**Black Belt: 12-Day Program in three 4-Day Modules, Jan. 22-25; Feb. 19-22, 2007; March 19-22** \$9,500 per person

Discover what world-class organizations such as General Electric, Motorola and Xerox already know: Six Sigma can significantly improve your bottom line. Participants will master the tools and techniques that deliver six sigma and lean results. Program topics include all of the key six sigma (Define-Measure-Analyze-Improve-Control) and lean subjects required to earn a Georgia Tech six sigma green belt or black belt certification. Last year's program participants rated this program at 9.92 out of 10.

## Executive Program in Global Business

*Creating Leaders for Global Business Innovation*

**8-Day Program offered in two 4-Day Modules, March 19-22 and April 23-26, 2007** \$7,500 per person

This program is designed for executives and high-potential managers who want to increase their global business acumen and master the strategies that lead to sustainable innovation and profitable growth in the international business arena. Program topics include: Global Leadership; IT Global Trends; Global Supply Chain Issues; International Affairs; International Finance Flows; Global Marketing; and Managing Cross-Cultural Issues. Participants will receive a Georgia Tech Certificate in Global Business.

To register by phone, call 404.894.8700 or 800.815.7662

# Executive Education Program Calendar

PROGRAM CATEGORY		SPRING 2007			
	Jan.	Feb.	March	April	May/June
<b>2-Day Workshops</b>					
The Art and Science of Leadership	29-30				
The Six Sigma Champion: Role and Responsibilities		5-6			
Ethical Leadership: Transforming Values into Action		12-13			
Negotiation Skills: Conflict Resolution and Influencing Others		14-15			
Strategic Innovation to Drive Organic Growth			5-6		
Strategy Execution: The Most Critical Leadership Competency			7-8		
Applied Change Management: Effectively Implementing Change					7-8
Marketing Strategies: Building Brands and Driving Sales					9-10
<b>5-Day Programs with Certificate Options</b>					
Management Development Program (Five Consecutive Fridays)			2,9,16,23,30		
Finance and Accounting for the Non-Financial Manager (All Day Saturday 2/24 plus consecutive Monday afternoons, 3-6 p.m.)		24 (All Day) 26	5,12,19,26	2,9,16,23	
Advanced Financial Analysis Program (3-hour Sessions, 3-6 p.m.)	30	13,27	13,27	10,24	15
<b>8-Day and 12-Day Certification Programs</b>					
Six Sigma Green Belt Program (8 Days)	22-25	19-22			
Six Sigma Black Belt Program (12 Days)	22-25	19-22	19-22		
IT Management Program (8.5 Days)			26-29	23-27	
Project Management Leadership Program (8 Days)			12-15	16-19	
Executive Program in Global Business (8 Days)			19-22	23-26	
Leadership Program for Engineers, Technologists and Scientists				30, May 1-3	June 4-7
<b>Special Events for Executives</b>					
The Leadership Forum at Georgia Tech (1/2 Day Sessions, 8-Noon)		13	13		15

**Registration Information:** The program fee includes Georgia Tech instructional fees, program binders and materials, case studies, book and simulation licensing fees (when applicable), lunch at the Georgia Tech Hotel executive dining room, morning and afternoon refreshments, parking, and Internet access. To register, visit [www.execinfo.org](http://www.execinfo.org) or call 404.894.8700. Program offerings, dates and prices subject to change.

**Custom Programs:** Georgia Tech can customize training programs to meet an organization's unique executive development needs. Our major clients include GE Corporate, GE Energy, Coca-Cola Enterprises, Piedmont Healthcare, Waffle House Corporation, and the FBI Crime Labs. For more information contact Dan Stotz, director of executive programs, at 404.894.1887 or [dan.stotz@mgt.gatech.edu](mailto:dan.stotz@mgt.gatech.edu).

Visit [www.execinfo.org](http://www.execinfo.org) for complete program descriptions, prices and registration options.



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