



Micro MBA Certificate Program

Entrepreneurs, recently promoted specialists continuing their advancement, and small business professionals striving to compete on a bigger scale – all highly skilled in their fields, but potentially missing the integrated training in key business areas that are important to success in their roles.

The Micro MBA at Providence College is a certificate program that was developed for individuals who want or need a rapid foundational education in the principles of business. It does more than just present the basics; it helps people synthesize and integrate ideas and information across a variety of important business concepts from accounting to finance to information technology to marketing. The program breaks down all the key areas of business and builds a robust, usable framework to provide the skills and confidence necessary to make effective administrative decisions.

THE SKILLS TO MAKE BETTER DECISIONS

Taught by **top faculty members** in the **Providence College School of Business**, the Micro MBA program provides a rapid foundational education in business principles. The program extends beyond the basics to help professionals synthesize and integrate ideas and information across a variety of business concepts — from accounting to finance to information technology to marketing. This **rich, interdisciplinary perspective** gives working professionals the skills and confidence they need to make superior administrative decisions.

PROGRAM DETAILS

Dates	Fee	Registration available July 15, 2016
September 14-November 16, 2016*	\$1,250**	business.providence.edu/micro-mba/
<i>The program meets each Wednesday 6:30 – 9 p.m.</i>	Location	MBA Program • 401.865.2294 • mba@providence.edu
	Providence College campus	

FACULTY

Dan Horne, Ph.D., *Associate Dean, Professor of Marketing* • Valerie Peterson, M.S.T., *Practitioner Faculty in Accountancy; President, Peterson Financial Initiatives* • Matt Callahan, A.L.M., *Practitioner Faculty in Finance* • Brian Lamoureux, J.D., *Practitioner Faculty in Management; Partner, Pannone Lopes Devereaux & West, LLC* • John Schibler, Ph.D., *Practitioner Faculty in Management* • Adam Glick, MBA, *Vice President of IT, Century Bank* • Arati Srinivasan, D.B.A., *Assistant Professor of Management* • Sylvia Maxfield, Ph.D., *Dean of School of Business, Professor of Management* • Sarah Alhouthi, Ph.D., *Assistant Professor of Marketing* • Matthew Eriksen, Ph.D., *Professor of Management*

*Students must attend all course sessions to receive certificate of completion

**Non-refundable



WHAT PAST PARTICIPANTS HAVE SAID ABOUT THE PROGRAM



"I recommend this program to anyone who is unsure about pursuing an MBA degree."

"Overall, this is a great program!"

"I loved the Micro MBA and would love to get my MBA at PC."

"The program provided what I was in search of. I appreciated the quality of instructors and their dedication to PC."

COURSE OUTLINE

Week 1: Introduction to the Micro MBA & Marketing

- Overview of the course and management decision making
- The customer as central
- Understanding an effective marketing mix

Week 2: Organizational Leadership

- Leading organizations and leading change
- What every manager needs to know about how to bring out their leadership skills

Week 3: Accounting

- Budgeting: A primer
- The income statement

Week 4: Economics and Finance

- What to watch in the economy
- Key concepts in financial management

Week 5: Business Law

- Overview of the current legal environment
- Where ethics and law collide

Week 6: Organizational Behavior

- How to get the most out of your organization

Week 7: Managing Information Technology

- Survey of techniques and tools

Week 8: Introduction to Social Media

- How to get started
- Measuring and assessing results

Week 9: Business Strategy

- Seeing the big picture
- Internal capabilities in a complex world

Week 10: Capstone Experience

- Bringing it all together
- Completion celebration



ABOUT THE PROVIDENCE COLLEGE SCHOOL OF BUSINESS

The Providence College School of Business (PCSB) is on the rise, with visionary leadership, robust applications and enrollment, and a faculty who are known nationally for their expertise. PCSB is accredited by AACSB International, the Association to Advance Collegiate Schools of Business, a distinction held by only 5 percent of business schools worldwide. Our MBA Program debuted at No. 67 in *Bloomberg Businessweek's* U.S. part-time MBA rankings for 2015.

