Welcome to higher earning.
What’s being said about Texas Executive Education Programs?

“Texas Executive Education has exceeded my expectations, especially the level of expertise exhibited by the professors. They were highly experienced and reputable members in their fields. In addition, the perspectives and dialogues exchanged between my classmates has been extremely interesting.”

-Scott Paape, Director of Rapid Continuous Improvement
Dr. Pepper Snapple Group

“One of the more valuable opportunities that arose from my experience with Texas Executive Education was meeting, networking with, and learning alongside other managers in different fields. These contacts remain important to me and I still keep in touch.”

-Caesar Garcia, Engineering Manager
Silicon Audio

“Texas Executive Education created an environment surrounding the program that was welcoming and engaging. We were encouraged to interact with other attendees and professors, both in and out of the classroom. This allowed us to learn and discuss not only the subject material at a face value, but also discuss how to apply it in the real world.”

-Jill Bonnell, Operations Manager
Swagelok, Inc.
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Classes held at The Houstonian in Houston, TX

www.mccombs.utexas.edu/execed
Texas Executive Education

Texas Executive Education provides education and leadership development solutions to organizations and individuals seeking to further their knowledge and advance their careers. These graduate-level, non-degree programs, led by world-class faculty in a highly-interactive learning environment, provide professionals with the knowledge, connections and expertise to lead, think strategically, and manage change.

RESOURCES FOR INDIVIDUALS

We offer our classes in a high-impact, interactive learning environment, and our top-tier faculty deliver you individualized solutions backed by research and extensive real-world experience. Texas Executive Education has the full resources and capabilities of The University of Texas at Austin and provides personal consulting from our knowledgeable core team of faculty and staff.

Our Open Enrollment classes are designed to help working professionals, leaders and managers, like you, navigate the challenges and changes in your career by offering powerful new perspectives while strengthening your individual leadership.

Our certificate programs provide academic and intellectual rigor while fine-tuning applicable real-world expertise through a focused series of classes.

All Texas Executive Education programs offer an ideal blend of the academic and professional worlds from top-tier UT-Austin professors, with real-world business savvy cultivated through years of proven experience in the corporate sphere.

RESOURCES FOR ORGANIZATIONS

Make your organization increasingly competitive and profitable with Custom Programs specifically designed to target your needs and achieve your company’s objectives. Take advantage of our Corporate Partnership Program to give your organization preferred access and group rates for our Open Enrollment and Certificate offerings.

Any of our classes may be taken independently or as part of a Certificate.

CERTIFICATE PROGRAMS

Managerial Leadership Certificate (MLC) ................................................................. p.2
Executive Leadership Certificate (ELC) ................................................................. p.3
Energy Certificate .................................................................................................... p.4
Supply Chain Management Certificate (SCMC) ..................................................... p.5
Marketing Certificate (MC) .................................................................................. p.6
Arts Management Certificate ............................................................................... p.7
Managerial Leadership Certificate (MLC)

The Managerial Leadership Certificate (MLC) provides you with the management and leadership skills to remain competitive in your field. Adapt to the ever-changing nature of relevant business best practices with finesse and lead your team with confidence by equipping yourself with the strategies for highly effective communication and collaboration. This Certificate contains a diverse selection of classes that you can choose from to tailor your experience based on your interests and your professional goals.

The Managerial Leadership Certificate requires 6 credits (2-day class = 1 credit; 5-day class = 2 credits). The sessions may be taken in any order and participants have two years to complete the requirements. All two and five-day courses in this brochure may be used to fulfill the requirements of this certificate.

**BENEFITS**

- Enhance your business acumen with graduate-level education
- Become a more effective communicator in your organization
- Expand your knowledge in topics directly related to your career
- Effectively manage challenges in your career, organization and industry
- Create a customized solution to meet your goals and objectives
Executive Leadership Certificate (ELC)

Master the art of exceptional leadership through this advanced level credential which builds on your previous certificate and allows you to incorporate a broader or more in-depth body of knowledge.

The Executive Leadership Certificate requires prior completion of another TEE certificate. Earn 6 additional credits (2-day class = 1 credit; 5-day class = 2 credits) to complete this certificate. The sessions may be taken in any order and participants have two years to complete the requirements. All two and five-day courses in this brochure may be used to fulfill the requirements of this certificate.

BENEFITS

- Incorporate a broader body of knowledge by building on your previous Certificate
- Achieve in-depth expertise in executive leadership techniques by completing comprehensive coursework
- Interact with professionals from a wide range of leading companies
- Enhance your business acumen with graduate-level education
- Become a more effective communicator in your organization
- Expand your knowledge in topics directly related to your career
- Effectively manage challenges in your career, organization and industry

Texas Executive Education’s Management Certificate program was a great way for me to polish my existing skills and learn some new managerial processes. I have found the lessons on managerial communication — communicating with employees to generate the most effective relationships — extremely valuable, as I apply them every day when working with my team.”

-Caesar García, Engineering Manager
Silicon Audio
Energy Certificate

Our Energy Certificate Program offers an in-depth look at the economics, strategy, business valuation and finance that is specific to the energy industry. It offers managers and executives a unique opportunity to improve their business acumen in an environment focused specifically on the complexities of the energy field.

**BENEFITS**

- Understand the economics of the industry
- Conduct basic valuation of energy assets and corporations including the valuation of capital investments such as oil fields, pipelines and storage facilities
- Discover how financing choices and discounted cash flows affect valuation
- Review key value chain economic and business features
- Learn how technology and technological innovation impact the value chain
- Leverage information from futures/option prices to make optimal decisions
- Realize the impact of economic/financial/geopolitical events on implied volatilities
- Discover hidden value creation potential in your firm that could make it attractive to private equity investors
- Use economic models to incorporate risk into decision making
- Learn how to use options to enhance economic value and to manage project risks
- Learn how to manage relationships with external stakeholders
- Understand how competition and antitrust rules apply to newly-competitive energy markets

**PROGRAMS INCLUDE**

<table>
<thead>
<tr>
<th>Program</th>
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<tr>
<td>Economics &amp; Technology of the Crude Oil, Natural Gas and LNG Value Chains</td>
<td>September 18, 2015</td>
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<td>Energy Finance</td>
<td>October 23, 2015</td>
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<td>Global Oil and Gas Accounting and Contracting Procedures</td>
<td>November 6, 2015</td>
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<td>Managing External Stakeholder Relationships</td>
<td>February 5, 2016</td>
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<tr>
<td>Economics &amp; Technology of the Electric Power Value Chain</td>
<td>February 26, 2016</td>
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<td>Business Valuation</td>
<td>April 15, 2016</td>
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<tr>
<td>Decision and Risk Analysis in Hydrocarbon Exploration and Production</td>
<td>June 3, 2016</td>
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Supply Chain Management Certificate

The Supply Chain Management Certificate Program provides you with the tools and ideas required to effectively shape and define the various components of value creation. Dive into the process and strategies behind acquiring, producing and delivering goods and services, both domestically and globally.

Earning a Supply Chain Management Certificate requires completion of four core credits and two elective credits. The classes may be taken in any order and participants have two years to complete the requirements.

**BENEFITS**

- Answer the fundamental questions of insourcing vs. outsourcing
- Identify some of the major challenges in supply chain management
- Analyze your planning and logistics procedures
- Connect the relationship between Supply Chain and marketing, finance, operations, engineering, logistics, inventory and transportation

**CORE COURSES (ALL REQUIRED)**

<table>
<thead>
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<th>Course</th>
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<tr>
<td>Supply Chain Sales and Operations Planning and Logistics</td>
<td>August 20-21, 2015</td>
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<tr>
<td>Supply Chain Procurement and Sourcing</td>
<td>November 5-6, 2015</td>
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<tr>
<td>Supply Chain Foundations</td>
<td>March 22-23, 2016</td>
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<tr>
<td>Supply Chain Risk</td>
<td>April 28-29, 2016</td>
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**ELECTIVES (EARN TWO CREDITS)**

- Driving Strategic Business Decisions = 2 credits
- Leading High Performance Teams = 1 credit
- Strategic Decision Making = 1 credit
- Strategic Management = 1 credit
- The Art and Science of Effective Negotiation = 1 credit
- Virtual Leadership: Leading Dispersed Teams = 1 credit
Marketing Certificate

The Marketing Certificate Program is designed to advance your understanding of marketing theory and practices, strategic planning and management, and market research. Stay competitive with flexible classes that expand your knowledge and understanding of marketing as it fits with business performance as a whole.

Earning a Marketing Certificate requires completion of three core course credits and two elective credits. The classes may be taken in any order and participants have two years to complete the requirements.

**BENEFITS**

- Develop a thorough understanding of the concepts behind marketing strategy
- Acquire a foundation for building internally consistent marketing campaigns
- Learn how to market effectively in a dynamic, competitive marketplace
- Examine what your market really wants — instead of what it’s telling you
- Learn how to launch the right products the right way

**CORE COURSES (EARN THREE CREDITS)**

- Customer-Centric Marketing = 1 credit
- Driving Business Performance Through Marketing = 1 credit
- Marketing of Innovations = 1 credit
- Market Validation: = 1 credit
- Strategic Pricing: An Analytic Approach to Maximizing Profits = 1 credit

**ELECTIVES (EARN TWO CREDITS)**

- Building Engagement: What Leaders Do To Manage Talent & Build Allegiance = 1 credit
- Data Analytics = 1 credit
- Leading Change and Driving Innovative Thinking = 2 credits
- Performance Management and Control = 1 credit
- Predictive Analytics = 1 credit
- The Art & Science of Effective Negotiation = 1 credit
Arts Management Certificate

Tailored to those who work at the intersection of business and creativity, the Arts and Management Certificate Program offers specific strategies and solutions for managing operations at museums, photography studios, galleries, and more. Texas Executive Education works in partnership with the UT College of Fine Arts for this certificate to offer enlightenment to the business behind art and arts management. This series of classes examines the most effective ways to navigate the financial, technological, demographic, and legal challenges of both worlds.

Earning an Arts Management Certificate requires completion of three core credits and three elective credits. The classes may be taken in any order and participants have two years to complete the requirements.

**BENEFITS**

- Develop fundamental skills and explore cross-cutting issues while recognizing that arts organizations are diverse
- Understanding overarching approaches to arts organizations and assess which approaches will best meet the needs of your institution
- Translate concepts and frameworks into practical applications through the use of case studies and exercises

_Scholarship opportunities, which provide partial funding for these programs, are available for nonprofit organizations. Contact Lynn Slattery for details at 512-232-9462._

**CORE COURSES (ALL REQUIRED)**

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<tr>
<td>Foundations of Nonprofit Arts Management</td>
<td>October 5-6, 2015</td>
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<tr>
<td>Fundraising in the Arts: Principles and Practice</td>
<td>October 26-27, 2015</td>
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</table>

**ELECTIVES (EARN THREE CREDITS)**

- Building Engagement = 1 credit
- Customer-Centric Marketing = 1 credit
- Leading High Performance Teams = 1 credit
- Maximizing Mental Agility = 1 credit
- Performance Management = 1 credit
- Strategic Management = 1 credit
- The Art and Science of Effective Negotiation = 1 credit
- Virtual Leadership: Leading Dispersed Teams = 1 credit

**Where:**
AT&T Executive Education and Conference Center

**Certificate Cost:**
- Individual Program Cost: $8,100
  - $1,950 for each Core Course
  - $2,950 for each Elective
- Fee includes materials, light breakfast and lunch
Energy Strategy & Finance Certificate

The Energy Strategy and Finance Certificate is a unique program held in partnership between Texas Executive Education and The University of Alberta Executive Education. These two separate week-long sessions, one in Texas and one in Alberta, bring together world-renowned academics, local industry leaders and prominent guest speakers to deliver practical knowledge that challenges modern business perspectives.

To earn an Energy Strategy and Finance Certificate, participants must complete two week-long sessions. These sessions can be completed in one year, or over the period of two years.

PROGRAM HIGHLIGHTS

- Graduate with a dual Executive Education certificate from the University of Texas at Austin and the University of Alberta, highlighting an academic partnership serving a global business environment.
- Gain insights from award-winning faculty in their respected fields, contributing innovative research specific to the demands faced by your team.
- Connect with professional counterparts facing similar challenges on an international scale, in their own backyard where their economy is tied directly to the energy industry.
- Opt for the flexibility to complete one module per year and graduate with the full certificate over the period of two years.

WHO ATTENDS

Executives, managers and professionals currently in, looking to get into, or with clients in the energy industry who want to broaden their understanding of topics and issues related to the field.

ENERGY MARKETS & VALUATION MODULE

Where: Silvertip Resort, Canmore, Alberta
When: October 19-23, 2015
Sessions:
- Business Valuation
- Energy Markets & Investments
- Managing the Petroleum
- Mergers, Acquisitions & Corporate Governance
- Supply Chain

STRATEGIC ENERGY SOURCING & RISK MANAGEMENT MODULE

Where: AT&T Executive Education and Conference Center, Austin, Texas
When: Spring 2016
Sessions:
- Decision Making & Risk Management
- Energy Finance
- Managing External Stakeholder Relationships
- The Political Economy of Energy

Certificate Cost
(both Modules): $11,000
Single Week-long Module Cost: $5,500
Fee includes all materials, breakfast, lunches, and refreshments during breaks.
Texas CIO Institute and CISO Institute

The CIO Leadership Institute is an advanced leadership academy dedicated to the needs of high potentials within IT. This program offers an innovative curriculum that blends the theory and practice of effective leadership into a highly interactive learning experience. The curriculum is designed by a Leadership Board of practicing CIOs, and will be taught by Fortune 1000 CIOs and top-ranked faculty from the McCombs School of Business at The University of Texas at Austin.

The CISO Institute is an intensive three-day leadership development program created in partnership between enterprise-level CISOs and faculty from America’s top-ranked business schools. This program features and innovative curriculum that blends theory and practice presented by faculty and executives who are dedicated to mentoring future information security executives. Designed for high-potential information security executives, the program will stimulate critical thinking, provide tactical and strategic tools and implement essential skills necessary for information security executives to take on the next level of leadership.

LEADERSHIP BOARD AND PAST SPEAKERS INCLUDE

- Baker Hughes Incorporated: Annessa McKenzie, CISO
- Chevron Corporation: Louie Ehrlich, Chevron CIO & President, ITC
- Dr. Pepper Snapple Group: Tom Farrah, SVP & CIO
- Energy Future Holdings: Kevin Chase, SVP & CIO
- Shell Oil Company: John Hofmeister, Founder & Chief Executive, Citizens for Affordable Energy & Former President
- Tesoro Companies Incorporated: Marlee Perez, VP of IT
- The University of Texas at Austin: Dr. Prabhudev Konana, Dr. Gaylen Paulson, Dr. John Daly, and Dr. Art Markman
- USAA: Greg Schwartz, SVP & CIO

The Leadership Institute’s three-day programs include interactive sessions in multiple disciplines. Each session is followed by the opportunity to have open discussions between participants, industry speakers and faculty.

**Where:** AT&T Executive Education and Conference Center, Austin, Texas

**When:**
CISO November 2–4, 2015  
CIO November 4–6, 2015

**Attendees must be nominated or approved by their company CIO or CISO.**

**Cost:** $4,995  
Fee includes all materials, breakfast, lunches, a first evening reception, a second evening dinner, and refreshments during breaks.

Visit our website or contact us to apply.
Designed for those individuals and groups who don’t operate with a finish line. Modern Executives who not only ascend the corporate ladder, but also add their own rungs at the top. Constantly learning, growing, and enriching. Business people who don’t look for easy answers, but have a constantly evolving set of tools that they use to solve problems, and who develop solutions to help their teams and companies grow.

Texas Executive Education is proud to announce The Modern Executive Series. This collection of five-day classes will challenge even the most adept business minds while sharpening their already formidable skill sets. Advanced programs will give attendees the opportunity to engage not only McCombs School of Business faculty but also other industry elites – all set in the innovation-rich environment of Austin, Texas. Fall classes enrolling now. More information on our website at: www.mccombs.utexas.edu/execed/modern-executive

Includes classes in:

- Leadership & Influence
- Strategy
- Finance
ADVOCACY, INFLUENCE AND POWER

Acquire the expertise to market your ideas with ease. Analyze how your political intelligence and persuasion acumen affect your success ability to convince others to see your vision and support your ideas. Return from this program knowing how to effectively construct and deliver your message, position and differentiate your ideas, generate loyalty, and overcome resistance to be more persuasive.

DESIGNING WINNING STRATEGIES FOR ADVANTAGE AND GROWTH

Characterize and evaluate your business model based on leading tools for strategic analysis. Understand the logic by which organizational strategy should be developed to achieve competitive advantage and industry disruption. Build an organization consistent with a renewed strategy, prepared for implementation, and poised for future growth with increased emphasis on innovation and speed.

FINANCE AND ACCOUNTING FOR NON-FINANCIAL MANAGERS

Apply analytic skills to make informed decisions and interpret your company’s liquidity and profitability. Take full advantage of business opportunities with confidence. Gain insight into how accounting data drives your company’s past and future financial performance. Solidify the foundation you need to make better financial management decisions.

LEADING CHANGE AND DRIVING INNOVATIVE THINKING

Identify and seize opportunities. Equip your team to take risks and tackle new challenges. Develop a blend of leadership skills and political savvy required to lead your organization through periods of change and foster an innovative culture. Construct a comprehensive toolkit for visioning, creating opportunities, crafting your messages, and responding to resistance, helping you to succeed.

DRIVING STRATEGIC BUSINESS DECISIONS

Achieve long-term goals by developing a strategy based on sound decision making tools. Recognize alternatives and their associated risks to quickly react to changes in industry and market conditions. Develop techniques for making complex business decisions with real-word applications. Implement strategies for making and carrying out decisions that will have a significant impact on your organization.

FINANCIAL ANALYSIS FOR VALUE CREATION

Recognize how value is created in your firm. Evaluate opportunities and assess competition based on robust financial analysis to outperform your industry. Work through a systematic approach for analyzing financial statements and evaluate the impact on profitability. Implement learnings in a comprehensive simulation that puts you in charge of every aspect of a hypothetical company’s business.
Strategy

Designing Winning Strategies for Advantage and Growth

Few terms are used more frequently in business than “strategy,” but in too many companies it is little more than a slogan that serves no real purpose. Characterize and evaluate your business model based on leading tools for strategic analysis. Understand the logic by which organizational strategy should be developed to achieve competitive advantage and industry disruption. Build an organization consistent with a renewed strategy, prepared for implementation, and poised for future growth.

BENEFITS

• Understand how a winning strategy can enable your organization to gain and sustain competitive advantage
• Identify the core characteristics of a strong corporate strategy
• Benchmark the quality of your strategy relative to the strategies of well-known companies
• Learn how to translate key strategic objectives into organizational reality
• Create a sustainable competitive advantage and position your company for maximum results
• Discuss when and how to renew your competitive advantage
• Discuss common mistakes in innovation strategies
• Improve your organization’s strategic innovation potential
• Create a blue ocean in your industry
• Employ various levers for strategic change and implementation
• Build an organizational structure that can efficiently and effectively implement your company’s strategy
• Rate your organization as a yesterday, or tomorrow, organization

FACULTY

Isaac Barchas, Director, Austin Technology Incubator
James W. Fredrickson, Ph.D., Professor, McCombs School of Business
Luis Martins, Ph.D., Associate Professor, McCombs School of Business
Violina Rindova, Ph.D., Professor, McCombs School of Business
Driving Strategic Business Decisions

Uncertainty and complexity make many decisions difficult, especially those involving R&D projects, new products and new ventures. Achieve your long-term goals by developing a strategy based on sound decision making tools. Recognize alternatives and their associated risk factors to quickly react to changes in industry and market conditions. Develop techniques for making complex business decisions with real-world applications for R&D projects, new products, new ventures, and more. Implement strategies for making and carrying out decisions that will have a significant impact on your organization.

BENEFITS

- Break down problems for analysis
- Implement methods for structuring and modeling decisions
- Improve forecasts using ranges and probabilities
- Structure and evaluate decision trees to determine the best alternative
- Build risk management strategies into your organization
- Identify and manage strategic and external risks by forecasting best and worst case scenarios
- Manage differences in shareholder and stakeholders viewpoints
- Communicate results to highlight the value of the strategy
- Judge the quality of the decision without having to wait to observe its outcome

FACULTY

Eric Bickel, Ph.D., Associate Professor, Cockrell School of Engineering
Jim Dyer, Ph.D., Professor, McCombs School of Business

“Instruction and discussion were great. Very helpful.”
David Broadbent, Product Marketing Manager,
National Instruments

Cost: $7,600
Fee includes materials, light breakfast, lunch, snacks and select dinners
Strategic Decision Making

Examine tools for modeling decisions involving risk and uncertainty to analyze various problems and make better decisions. Uncertainty and complexity make many decisions difficult, especially those involving R&D projects, new products and new ventures. This class introduces decision and risk analysis – the systematic evaluation of decision problems involving uncertainty. Decision and risk analysis breaks decision problems down into more manageable parts and explicitly considers the possible alternatives, available information, and the relevant preferences of the decision makers. The class will discuss methods for structuring and modeling decision problems and apply these methods to a variety of problems that involve risk and uncertainty.

BENEFITS

- Understand the basic tools available for structuring problems involving risk and uncertainty
- Develop the ability to break down problems for analysis
- Examine methods for structuring and modeling decision problems, and apply these methods to a variety of problems that involve risk and uncertainty
- Define alternatives for project execution

FACULTY

Paul Damien, Ph.D., Professor, McCombs School of Business
James S. Dyer, Ph.D., Professor, McCombs School of Business

Special Feature:

To enhance program learning, participants will receive a complimentary copy of “Why Can’t You Just Give Me The Number? An Executive’s Guide to Using Probabilistic Thinking to Manage Risk and to Make Better Decisions” by Patrick Leach.
Strategic Management

Enhance your ability to set strategic and economic goals by equipping yourself with methods to increase the analytical capabilities of your team and staff. This class offers a solid foundation in strategic thinking and strategic analysis by examining how to employ the tools and techniques of strategic analysis. The class prepares you to think and analyze strategically while enhancing your ability to set strategic objectives and think on a broader scale.

BENEFITS

- Learn how the various tools and techniques of strategic analysis are employed
- Appreciate the economic drivers that affect strategy
- Enhance strategic capabilities of your staff and line managers
- Recognize the economic forces that underlie successful strategic actions
- Identify the strategic forces affecting your area of business
- Learn how to perceive products, processes, firms and industries in a strategic manner
- Understand the strategy implementation process
- Learn how to think strategically

FACULTY

Rob Adams, Ph.D., Director of Texas Venture Labs; Lecturer, McCombs School of Business
John Doggett, JD, MBA, Senior Lecturer, McCombs School of Business

“’The professors at Texas Executive Education are exceptionally approachable and engaging. Our course contained a variety of individuals representing a wide selection of industries and a range of experience levels. Regardless of your background, the professors encouraged participation and discussions within the class. This taught me how to creatively approach a problem in order to find a solution, a skill I use every day.’

-Charles “Bo” Joseph, Attorney; Subrogation Department Manager Texas Municipal League Intergovernmental Risk Pool
Strategic Pricing: An Analytic Approach to Maximizing Profits

Price with confidence and approach pricing as a strategic asset and by implementing a combination of intelligent pricing policies and creative thinking. Pricing is the crucial driver of revenue and profitability. Everything in marketing ultimately boils down to price. Yet most firms lack confidence in their pricing, taking the pricing status quo as “given.” Explore the viewpoint that companies can price with confidence if they approach pricing as a strategic asset by implementing a combination of intelligent pricing policies and creative thinking. You will develop a framework that relies upon “smart pricing” that allows managers to integrate different tools, ideas and techniques to create value. With a special emphasis on B2B markets, the class brings together analytical insights to generate a “toolkit” that can be used to answer important questions ranging from how to customize prices, how to get the most out of price negotiations with customers, and how to develop the right response to a price war.

BENEFITS

- Apply pricing tools to understand demand sensitivity and competitive reactions
- Create value through price customization using segmentation and targeting
- Understand and use pricing formats like non-linear pricing, promotions, bundling and versioning
- Use dynamic pricing to create value and manage capacity
- Understand the impact of behavioral biases on pricing
- Develop and apply technological tools in an organization-wide system for smart pricing
- Avoid common pricing mistakes
- Negotiate the right price with confidence

FACULTY

Ben Bentzin, MBA, Lecturer, McCombs School of Business
Raghunath Rao, Ph.D., Assistant Professor, McCombs School of Business
Advocacy, Influence and Power

Enhance your communication skills and convince others of the value of your ideas while generating personal loyalty. Acquire the expertise to market your ideas with ease. Analyze how your political intelligence and persuasion acumen affect your success in convincing others to see your vision and support your ideas. Return home from this program knowing how to effectively construct and deliver your message, position and differentiate your ideas, generate loyalty and commitment, and overcome resistance to be more persuasive.

**BENEFITS**

- Present ideas with impact and impetus
- Develop and implement your personal branding strategy
- Construct and deliver persuasive messages that work in any context
- Gain support from your alliances and networks while generating loyalty and commitment from colleagues
- Inspire alignment throughout your organization to reach common goals
- Construct narratives and stories to deliver a message
- Eliminate bottlenecks and barriers to good ideas
- Analyze situations and tailor your messages to motivate different audiences
- Expand your ability to diagnose the sources of power in your organization
- Improve communication channels to leverage employee knowledge at every level
- Effectively persuade others in meetings

**FACULTY**

Ethan Burris, Ph.D., Associate Professor, McCombs School of Business
John A. Daly, Ph.D., Professor, Moody College of Communication and McCombs School of Business
Sharon Jarvis, Ph.D., Associate Professor, Moody College of Communication
Gaylen D. Paulson, Ph.D., Associate Dean and Director, Texas Executive Education

**Special Feature:**
To enhance program learning participants will receive a complimentary copy of “Advocacy: Championing Ideas and Influencing Others,” Dr. John Daly, Liddell Professor of Communication, TCB Professor of Management, and University Distinguished Teaching Professor at The University of Texas at Austin.
Building Engagement: What Leaders Do to Manage Talent & Build Allegiance

Analyze and discuss what leaders worldwide do on a daily basis that makes them successful. Formal and informal leadership skills are essential to creating engagement in today’s competitive work environment. This class examines what it takes to “make it” as a leader, and presents a wide variety of practical moves successful people make to create loyalty and build commitment by outlining specific steps you can take to enhance interpersonal effectiveness and generate high levels of engagement among your co-workers. In this program, we discuss research findings where leaders worldwide were asked to describe what they do on a daily basis that makes them successful leaders.

BENEFITS

• Learn how to create loyalty and engagement—how to encourage “organizational citizenship” in the workplace
• Understand what it means to be “interpersonally savvy” when working with others
• Discover ways to communicate more effectively and efficiently
• Learn very practical skills that will enhance your everyday effectiveness at work
• Discover what it is that successful leaders know about how to do business—day-by-day
• Grasp methods for enhancing your personal credibility in the workplace

FACULTY

John A. Daly, Ph.D., Professor, Moody College of Communication and McCombs School of Business
Doug Dierking, Ph.D., Senior Lecturer, McCombs School of Business

“The professors at Texas Executive Education exhibited a high level of knowledge and expertise in their fields. They provided insights into how to solve problems within teams and how to work towards creating a high performing team. I have been able to directly use the skills taught during the program with my team on a daily basis.”

-Jason Bloom, Director of Operations
Texas Valve & Fitting Co.
Leading Change and Driving Innovative Thinking

Successfully lead change in your organization and foster innovative thinking in a dynamic environment. In today’s competitive world, leaders are faced with a very difficult challenge: How to do more with less in an environment where the velocity of change is increasing. The ability of a firm to quickly adapt to changing competitive conditions and to fundamental shifts in labor markets is a very important predictor of success.

**BENEFITS**

- Discard your fear of change and embrace new opportunities for growth
- Learn how to recognize when changes are needed
- Capitalize on your leadership skills to implement changes
- Articulate your new vision to your employees to generate cooperation
- Appreciate your organization’s culture and use it to implement changes
- Assess your organization’s success objectively to determine what changes are needed
- Incorporate temporary employees into your permanent workforce effectively

**FACULTY**

Ethan Burris, Ph.D., *Associate Professor, McCombs School of Business*
John A. Daly, Ph.D., *Professor, Moody College of Communication and McCombs School of Business*
Luis Martins, Ph.D., *Associate Professor, McCombs School of Business*

"As my company restructured, my duties changed almost overnight from a strictly legal position into one that was mostly managerial and business related. Texas Executive Education provided me with the opportunity to gain academic training in the business world and equipped me with skills that I have been able to directly apply at work the next day."

-Charles “Bo” Joseph, Attorney; Subrogation Department Manager
  *Texas Municipal League Intergovernmental Risk Pool*

October 26-30, 2015
February 22-26, 2016
June 13-17, 2016

AT&T Executive Education and Conference Center

**Cost:** $7,600

Fee includes materials, light breakfast, lunch, snacks and select dinners
Leading for Impact

Grow as a leader in this class that helps you understand, strengthen and adapt your personal leadership style. Understand and strengthen your leadership skills through a combination of classroom instruction in leadership concepts and frameworks, assessments, peer discussion, and outdoor experiential exercises, which will result in personal reflection, learning and action planning.

In this class you will achieve greater awareness and mastery of your own leadership approaches and skills, better understand contextual demands and how different leadership styles and behaviors best meet those demands, and draw out personal learning based on tangible opportunities to practice the art of leadership.

**BENEFITS**

- Demonstrate greater awareness and mastery of your own leadership approaches and skills
- Better understand contextual demands and how different leadership styles and behaviors best meet those demands
- Increase your personal knowledge of the art of leadership through tangible opportunities to practice
- Define the legacy you would want to leave behind as a leader

**FACULTY**

Caroline Bartel, Ph.D., *Associate Professor, McCombs School of Business*

Ethan Burris, Ph.D., *Associate Professor, McCombs School of Business*

Luis Martins, Ph.D., *Associate Professor, McCombs School of Business*

“As part of my transition into a management role at Swagelok, I attended a two course program at Texas Executive Education focusing on Leadership and Management. I have been able to directly apply many of the takeaways from the program in my switch. As I continue to learn and develop in my position, I will be able to continue using these skills that will not only benefit myself, but also my team in general.”

-Mark Lamendola, Marketing and Sales Support Swagelok, Inc.
Leading High Performance Teams

Be an effective leader. Know how to generate group cohesiveness, mutual respect and support, and company loyalty. Managers in today's business world must become creative leaders who can inspire productivity and motivate employees to achieve organizational goals and objectives. Managers are faced with ever-increasing demands, and they are being asked to perform functions once in the realm of human resources and other departments. This class provides you with a comprehensive toolkit of the major functions effective leaders perform: hiring, communicating, motivating, negotiating, teaming, evaluating, rewarding and creating a high performance culture. You will examine and learn the critical skills effective managers use to motivate and lead others, and how to foster group-cohesiveness.

BENEFITS

• Develop new insights on what it takes to lead others successfully
• Recruit the right people for the right job
• Handle tough leadership issues, such as giving criticism, making meetings efficient, using teams, and delegating in ways that enhance productivity
• Enhance the ability to set effective performance goals
• Use the performance appraisal process effectively
• Motivate the workforce of today and tomorrow
• Retain the best people

FACULTY

Ethan Burris, Ph.D., Associate Professor, McCombs School of Business
John A. Daly, Ph.D., Professor, Moody College of Communication and McCombs School of Business

“...The skills I learned at Texas Executive Education were extremely valuable. I was immediately able to apply the team practices that I learned through the ‘Leading High Performance Teams’ session, and was able to get my teams to collaborate and better understand how to work together more effectively.”

-Jill Bonnell, Operations Manager
Swagelok, Inc.
Maximizing Mental Agility to Improve Creativity

Master the hidden and obvious facets of human thought with easy-to-learn techniques to help you and your employees be more productive, efficient, creative, motivated and satisfied in your work and personal lives. This class highlights six facets of human thought that are simultaneously hidden and obvious. These easy-to-learn techniques will allow you to help employees to be more productive, efficient, creative, motivated and satisfied in their work and personal lives. Presented in a fast-paced, interactive format that combines presented material with situational team-based learning modules, this class is designed to transition the concepts into the participants’ everyday thinking.

**BENEFITS**

- Understand how the mind tries NOT to think as much as possible, and how we can turn this knowledge to our advantage.
- Capitalize on the fact that our thought and memory capacity is organized around three items at a time
- Turn knowledge and understanding of causes into more powerful thinking
- Train the mind to re-use old ideas to be consistently more creative
- Improve the quality of what you remember by actively managing the quality of what you learn
- Reach your goals by taking a ‘productive pause’ to think about how you will achieve them

**FACULTY**

John Burrows, Ph.D., Lecturer, Department of Management
Art Markman, Ph.D., Professor, Psychology Department

To enhance program learning participants will receive a complimentary copy of “Smart Thinking,” by Dr. Art Markman, the Annabel Irion Worsham Centennial Professor of Psychology and Marketing at The University of Texas at Austin.

“Dr. Markman made things very interesting. I enjoyed understanding the way my brain works and how to use that knowledge to get better at my job.”

*Trish Sierer, Business Analyst*
*Apple*
Non-Profit Boards: Working with Them and Serving on Them

Examine board-staff collaboration and learn to better help board members and staff come to a beneficial understanding of their respective roles in order to strengthen the organization’s internal operations and external relationships. This class is designed for individuals currently serving on boards, interacting with boards, or interested in joining boards in the future.

**BENEFITS**

- Explore differences and overlaps in board and staff roles and perspectives
- Identify which model of board-staff relations is most appropriate for your nonprofit
- Highlight strategies for boards and staff to better communicate with one another
- Learn to identify and manage common challenges
- Align board and staff roles as organizational needs evolve
- Examine frameworks for strengthening board performance
- Develop a plan for recruitment and fundraising

**FACULTY**

Francie Ostrower, Ph.D., Professor, LBJ School of Public Affairs, and Department of Theater and Dance

Melissa M. Stone, Ph.D., Professor, Humphrey School of Public Affairs, University of Minnesota
The Art and Science of Effective Negotiation

Learn a systematic approach to negotiation and identify specific strategies for success in complex negotiation challenges. Whether it is internally with a colleague or externally with a business partner, negotiation is a part of our daily lives, and preparation is essential. This class explores negotiation strategies and techniques to help you communicate your ideas and achieve the best solution.

This class facilitates developing the approach to negotiating that works for you. By charting your best possible outcomes, you will learn to successfully analyze which strategies will work the best with the negotiation style of your partners and the opposition. In interactive exercises, you will learn to directly apply these techniques to negotiate high-quality deals and receive feedback on your approach.

**BENEFITS**

- Develop your negotiation strategies
- Determine the value of your negotiation
- Explore five Tactical Options of negotiation
- Discuss seven Tactical Stages of the negotiation process
- Learn how to find mutually beneficial trade-offs
- Discover the differences between individual and group negotiations
- Plan for negotiations with difficult people or those you don’t trust

**FACULTY**

Doug Dierking, Ph.D., *Senior Lecturer, McCombs School of Business*
Janet Dukerich, Ph.D., *Professor, McCombs School of Business*
Gaylen D. Paulson, Ph.D., *Associate Dean and Director, Texas Executive Education*

“Several factors were taken into account when selecting an Executive Education program, but McCombs’ Texas Executive Education proved itself to be among the best in regards to administration, experience, and professors. We have been impressed by the level of expertise shown by the professors and their extensive knowledge of their fields.”

-Brad Johnson, Procurement Director
  Halliburton
Virtual Leadership: Leading Dispersed Teams

Examine what it takes to successfully work with, and lead, distanced teams. Acquire critical skills leaders and members of a virtual team need for creating, maintaining and motivating successful virtual teams. In the digital age, people are traveling less and meeting face-to-face less frequently with their fellow team members and leaders. Virtual teams are already a fact of the global marketplace as companies leverage global talent, and technology facilitates better communication.

By examining what it takes to lead and work with distanced teams, you will learn how to effectively navigate the challenges and obstacles related to working virtually. The program draws from recent research to identify the necessary skills members of virtual teams need for creating, maintaining and motivating successful virtual teams. A two-stage model of distance leadership is introduced that teaches participants how to more effectively work with and lead teams that don’t share a physical space.

**BENEFITS**

- Learn why virtual teams are so important to organizations today and understand the dynamics
- Discover tools for managing people from afar
- Acquire strategies for communicating effectively with distanced team members
- Become skilled at working with the two stage model of virtual leadership
- Recognize your employees’ development needs
- Identify appropriate resources for employee development
- Find out what keeps valued employees from leaving when working from a distance
- Know how to use the performance management process as a retention tool

**FACULTY**

Caroline Bartel, Ph.D., *Associate Professor, McCombs School of Business*
John A. Daly, Ph.D., *Professor, Moody College of Communication and McCombs School of Business*
Deidre B. Mendez, Ph.D., *Director, Center for International Business Education and Research, McCombs School of Business*
Customer-Centric Marketing

Develop a thorough understanding of the concepts behind marketing strategy. Acquire a foundation for building internally consistent marketing campaigns. Everyone within an organization has the power to build up or tear down your brand. Understanding markets and how you create value is a critical factor for your organization’s success. Whether you are developing marketing campaigns or need a better understanding of the part you play in your organization’s marketing strategy, this program emphasizes and explores the importance of a marketing mindset across departments. Designed to help you develop a thorough understanding of the concepts behind marketing strategy, you will leave with the foundation for building and benefiting from internally consistent marketing campaigns.

BENEFITS

- Identify unmet customer needs and create a compelling message that illustrates how your solution meets those needs
- Balance listening to your customers with helping to shape their preferences
- Develop a strategy for building your brand
- Determine your product’s place in the product life cycle
- Discuss pricing, promotion and place as a function of where you are in the product life cycle
- Develop and implement effective lean marketing programs

FACULTY

Kapil Jain, Ph.D., Senior Lecturer, McCombs School of Business
Kate Mackie, Ph.D., Distinguished Senior Lecturer, McCombs School of Business

“Kapil was extremely engaging and was never at a loss for interesting examples to illustrate his points. He was able to take complex theoretical information and make it seem like second nature.”
Julie McDevitt, Online Marketing Strategist
Armstrong World Industries, Inc

“Great presenter. I really enjoyed the breakdown Dr. Mackie provided. Easy to follow and therefore very engaging. Great job!”
Loni Luna Morse, Market and Communications Supervisor
Toshiba International Corporation
Driving Business Performance Through Marketing

In this hands-on, simulation-based workshop, you will learn how to market effectively in a dynamic, competitive marketplace. Put marketing theory and fundamentals into practice in this hands-on, simulation-based workshop. In this dynamic, interactive experience you and your fellow workshop participants manage the business for three years, and make 12 quarterly decisions with the objective of outsmarting and out-executing the competitors built into the simulation.

Make decisions around market research, target market selection, positioning, product design, pricing, distribution channels, sales force management, and marketing communications to put techniques to practice. Using metrics generated by the simulation, you will repeatedly analyze your position, evaluate the effectiveness of your strategy, and develop and execute strategy adjustments.

**BENEFITS**

- Manage the real-world challenge of making decisions despite incomplete information
- Observe how a particular market changes in response to your decisions
- Recognize the interaction of your marketing decisions with others in and outside your firm
- Understand the link between marketing strategy formulation and effective execution
- Use segment/customer needs analysis to make product policy/design decisions
- Understand segmentation, targeting and positioning
- Set and change price in response to market dynamics
- Manage channel conflict and maintain consistency across multiple channels
- Use metrics to measure firm performance as well as customer and competitor response to your actions
- Appreciate the relationships among customer satisfaction, customer buying patterns, customer loyalty and firm profitability

**FACULTY**

Kapil Jain, Ph.D., *Senior Lecturer, McCombs School of Business*
Kate Mackie, Ph.D., *Distinguished Senior Lecturer, McCombs School of Business*
Market Validation

Figure out what your market really wants — instead of just what they are telling you — and learn how to follow through with the right product launched in the right way. Only 35 percent of new products launched by established companies succeed in the market. That figure drops to 10 percent when you move to the startup world. If you look at the United States economy alone, this translates into a $260 billion dollar annual loss around new product failures. Discover the strategy and tactics of conducting Market Validation and leave with a completed plan to conduct this process and avoid these common pitfalls of launching a new product. This two-day class covers the strategy and tactics of market validation using a three step process.

BENEFITS

• Understand if more time and effort should be invested during fast triage of your idea in The Ready Stage
• Take a deep dive into the target market using primary research techniques to develop a product with unique features that are compelling to your target audience as you complete The Aim Stage
• Learn the art of converting market data into product features and getting a product out the door quickly as you execute The Fire Stage
• Discuss the time investment required at each stage of the process
• Leave with a road-map for bringing your next new product or service to market – successfully

FACULTY

Rob Adams, Ph.D., Lecturer, McCombs School of Business

Special Feature:
To enhance program learning participants will receive a complimentary copy of “IF YOU BUILD IT WILL THEY COME?” by Dr. Rob Adams, Director of Texas Venture Labs and Lecturer, McCombs School of Business at The University of Texas at Austin.

“Useful parts were mixing the instructor’s experience with the students’ ideas and proposals. Rob is a great presenter. I really enjoyed the interactions.”
Rolando Chapa, Product Line Director
Optek Technology
Marketing of Innovations

Explore key marketing concepts, methods, and strategic issues relevant for start-up and early-stage entrepreneurs and “intrapreneurs” who innovate and turn ideas into profitable finished products. Marketing plays a crucial role in developing, producing, and selling products and services and guides recruiting efforts and helps raise capital. All the important questions asked by investors in early stage companies or decision makers in larger entrepreneurial focused organizations are strategic marketing questions: Who is the customer? What problem do you solve for him? How big is the market? How quickly is it growing? And yet, many folks don’t do the careful, pre-venture marketing, and it can prove to be a fatal mistake.

There is no universal marketing solution applicable to all entrepreneurial ventures, and this class is designed to help you develop a flexible way of thinking about marketing problems. You will be better positioned to determine and apply the most innovative and appropriate solutions to your situation.

**BENEFITS**

- Conduct an opportunity analysis - “What am I selling to whom?”
- Discuss how to segment and position for competitive advantage
- Understand product, value and business model innovation
- Discover how to price to capture value
- Learn the applicability of social media to entrepreneurial endeavors

**FACULTY**

Ben Bentzin, MBA, Lecturer, Department of McCombs School of Business
Kapil Jain, Ph.D., Senior Lecturer, McCombs School of Business

“Thoroughly enjoyed Dr. Jain. He made the class very interesting and I learned a great deal. Excellent. Great real world examples.”
Estella Baytan, Product Manager
Pioneer Surgical
Finance and Accounting for Non-Financial Managers

Apply analytic skills to make informed decisions and interpret your company’s liquidity and profitability. Take full advantage of business opportunities with confidence. Gain insight into how accounting data drives your company’s past and future financial performance. Solidify the foundation you need to make better financial management decisions.

**BENEFITS**

- Communicate financial goals and performance more effectively
- Examine the content and make connections between the three major financial statements
- Evaluate the financial performance of your company or unit
- Analyze the performance metrics by which you are being measured and why they matter
- Determine how accounting concepts and financial strategies are integrated into your company’s decision making processes
- Examine different financial strategies and anticipate what financial statements should look like given the company’s business model
- Benchmark financial performance over time and against competitors
- Gain exposure to diverse financial approaches, including methods of business valuation
- Implement sophisticated working capital management techniques
- Gain legitimacy among peers and senior management

**FACULTY**

Eric Hirst, Ph.D., *Professor, McCombs School of Business*
James A. Nolen, MBA, *Distinguished Senior Lecturer, McCombs School of Business*

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Special Feature:
To enhance program learning, participants will receive a complimentary copy of “Finance and Accounting for Nonfinancial Managers,” by William G. Droms, the John J. Powers, Jr., Professor of Finance at the McDonough School of Business at Georgetown University.
Financial Analysis for Value Creation

Recognize how value is created in your firm. Evaluate opportunities and assess competition based on robust financial analysis to outperform your industry. Work through a systematic approach for analyzing financial statements and evaluate the impact on profitability during this hands-on program. Implement what you have learned in a comprehensive simulation that puts you in charge of every aspect of a hypothetical company’s business.

**BENEFITS**

- Examine and understand specific financial statements from your company
- Apply skills in an active, hands-on simulation
- Experience a real-world scenario and test outcomes of various decisions
- Develop an informed financial perspective on business operations
- Analyze the key drivers of Return On Equity (ROE)
- Build practical skills to evaluate your organization’s current and future financial performance
- Examine the effects of operating and financial strategies on the financial performance of your firm

**FACULTY**

Steve Limberg, Ph.D., *Professor, McCombs School of Business*
Jim Nolen, MBA, *Distinguished Senior Lecturer, McCombs School of Business*
Performance Management and Control

Analyze fundamental performance management and control systems, including structured measurement models, analytical techniques and system biases. This class will enable you to establish a firm grounding in proven measurement techniques while also addressing cost-benefits issues. Employ better performance measurement systems, challenging ineffective or inefficient metrics, and create a culture of planning, execution and accountability.

**BENEFITS**

- Understand the elements of an effective performance management and control system
- Evaluate the output of systems that report cost and profitability performance in a moderately complex operation
- Learn to implement a system of strategic and operational control including belief, boundary, diagnostics and interactive controls
- Describe the operation of an effective master budgeting system
- Analyze and interpret budget-actual variances and assess responsibility for them
- Design a balanced Scorecard performance management system for a business unit

**FACULTY**

Brian Lendecky, CPA, *Senior Lecturer, McCombs School of Business*

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“Texas Executive Education’s custom programs are top notch. Coming from a strictly IT background with little business training, I wanted to expand my skill set to better fit my company’s growing needs and Texas Executive Education has allowed me to do just that. The lessons I learned through the program could immediately be applied in my day-to-day duties. In fact, I could use the skills I learned during the program the very next day.”

-Jimmy Hock, Operations Enablement

HP
Data Analytics

Discover, analyze and forecast relationships among large data sets ("Big Data") to gain confidence in building reliable data analyses to make projections of business intelligence and performance. The fundamental analytical tool for discovering, analyzing and forecasting relationships is regression. Forecasting applies regression to past relationships, looking for trends, seasonal patterns and hidden correlations that can be predicted reliably into the future. Whether it is modeling customer retention rates, developing an optimal bidding strategy in a sealed bid process, hedging a firm’s revenue, or forecasting future profitability of individual customers, monthly sales, or daily stock prices, managers can chart a successful course with regression and forecasting methods.

All of these and other case studies are covered in this class. In addition, the class conveys a solid fundamental understanding of the methods, using intuitive graphical approaches to explain and motivate regression and forecasting models.

**BENEFITS**

- Understand how regression can be used to uncover trends, patterns and data correlations
- Gain confidence when using data to make analyses, forecasts and projections
- Develop the acumen to competently evaluate the findings and analyses presented by others
- Interact with data executives on the topic of data-driven business intelligence

**FACULTY**

Tom Sager, Ph.D., *Professor, McCombs School of Business*
Tom Shively, Ph.D., *Professor, McCombs School of Business*

“As you grow up in a company and within a department, you develop specialized skills. Having the chance to be exposed to a wider breadth of business topics through Texas Executive Education is great. You are able to expand your skill set into areas that make you a better worker and asset for your career and company.”

*Scott Paape, Director of Rapid Continuous Improvement, Dr. Pepper Snapple Group*
Predictive Analytics

Evaluate data-driven business intelligence challenges and tools such as data mining and machine learning techniques, and apply data-driven intelligence to improve decisions and estimate the expected impact on performance. Across industries, routine decisions and competitive strategies increasingly rely on data-driven business intelligence. Unprecedented volumes of rich data can now be analyzed to predict the consequences of alternative courses of action and guide decision-making. The urgency to utilize data-driven intelligence spans industries, and this class provides an introduction to data-driven business intelligence challenges and tools like data mining and machine-learning techniques.

BENEFITS

• Effectively apply data-driven intelligence to improve your decisions and systematically estimate the expected impact on relevant performance objectives.

• Understand the landscape of data-driven intelligence tools, the basics of data mining techniques, and their applications in practice

• Develop a data-analytical approach to problem-solving so as to be able to identify opportunities to derive value from data-driven intelligence

• Acquire some hands-on experience so as to follow up on ideas or opportunities that present themselves

FACULTY

Maytal Saar-Tsechansky, Ph.D., Associate Professor, McCombs School of Business

“This course was very interesting and the right mix of theory and practice. The real cases and practical components were very useful.”

Gabriela Alcala Murga, Data Product Analyst
Facebook
Custom Programs

Texas Executive Education has over 30 years’ experience developing global Custom Programs as varied as the organizations that use them. Working closely with your organization, we collaborate as partners to create a curriculum to address your company’s specific strategic objectives in a way that will directly translate to increased performance and effectiveness. Custom Programs offer your company’s key members the opportunity to gain critical knowledge and expertise in order to impart lasting change in your organization.

Our Custom Programs are never cookie-cutter or off-the-shelf; your program design is one-of-a-kind and tailored to you, your company, and your strategic priorities, and delivered by graduate-level instructors in your areas of concentration. These world-renowned professors are not only familiar with the deep theoretical research of their fields, but have experience working in industry with practicing professionals from similar organizations.

Custom Programs vary from a few days all the way to months-long programs taking executives across the globe. These programs can be as elaborate or specific as organizations want, and have included such out-of-the-classroom experiential learning activities from as rowing on Lady Bird Lake to foster leadership and collaboration skills to murder mystery-style role playing with improvisational actors to bring practice business cases alive.

Custom Programs at Texas Executive Education are deeply customizable, innovative solutions for the challenges and changes your organization faces.

SOLUTIONS FOR YOUR BUSINESS

WORLD-CLASS EXPERTISE multiple disciplines to tackle complex issues
STUDENT-FOCUSED CLASSES discovery through experience, modeling, and practice
FLEXIBLE TEACHING APPROACH responding to new ideas and discussions in class
PROFESSIONAL PEERS shared values, alternative perspectives and practical insights
EFFICIENT USE OF TIME improved results from your training budget
AUSTIN LOCATION AND CULTURE creative learning and networking environment
EXECUTIVE-LEVEL ACCOMMODATIONS optimal comfort, convenience and efficiency
DIAGNOSTIC PROGRAM DESIGN top instructors who understand your industry or field
DISTINGUISHED AND SATISFIED CLIENTS

Texas Executive Education has created and conducted custom programs for clients not only in Texas and the United States, but also around the world. Below is a selected list of organizations with whom we have worked:

Agder
Applied Materials
Arkema
Association of Corporate Counsel
AT&T
Austin Industries
Bank of America
Merrill Lynch
BBVA Compass
Biotronik USA
Boardwalk Pipeline
Boon Group
Cintra
China National Offshore Oil Corporation
China Oilfield Services Limited
Construction Industry Institute
Corner Store Brands
Crown Castle
Cyberonics
Dell
DKG International
Dun & Bradstreet
Ecopetrol
Ericsson
Escuela de Administración y Dirección de Empresas

Escuela de Administración de Negocios
Para Graduados
Essilor
ExxonMobil
Ferroviaria
Friedkin Companies
G&A Partners
Gemalto
Global Business Travel Association
Gulf States Toyota
Halliburton
Hewlett Packard
HomeAway
IIM Indore
Institute of Scrap Recycling Industries (ISRI)
ISN
LCRA
LPL Financial
Mainz
Mansarover
National Instruments
National Oilwell Varco
Petrobras
Polycom
Porto School of Business

Rackspace
Repsol
Royal Dutch Shell
Refined Technologies, Inc.
Samsung
ShoreTel
Silicon Laboratories
Sinopec
SK Holdings
SP Jain
Spacetime Studios
St. Jude Medical
Swagelok
Texas Capital Bank
The National Jewish Federation of North America
TMK-IPSCO
Turku
Univeridad De Los Andes
US Air Force
US Transportation Command
USAA
University of Texas Medical Branch
Walbridge
AT&T EXECUTIVE EDUCATION AND CONFERENCE CENTER

A First Class Executive Education Experience

Located on the south end of campus, the AT&T Executive Education and Conference Center provides you a comfortable and convenient environment for staying and learning during your Texas Executive Education experience. The center offers direct access to the 40 acres of campus, along with walking distance proximity to the Texas State Capitol and to all the entertainment and culture of downtown Austin.

The facility encompasses 40,000 square-feet of meeting and function space, including the modern, technology-rich classrooms where participants attend class sessions. The AT&T Center provides an ideal environment in which to learn and stay during your time on campus.

For more information about the AT&T Executive Education and Conference Center, visit http://www.meetattexas.com/

EXECUTIVE EDUCATION CONTACTS

For Open Enrollment and Certificate Programs:
Lynn Slattery
Phone: 512-232-9462

To register:
Online: www.mccombs.utexas.edu/execed
Phone: 800-409-3932 or 512-232-6711

For Custom Programs:
Nancy Nagle
Phone: 512-475-9086

Mailing Address:
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McCombs School of Business
The University of Texas at Austin
P.O. Box 8424
Austin, TX 78713-8424

Team Discounts: A 10 percent discount is available to teams of three or more participants from the same organization who register for the same Open Enrollment program.

Alumni Discount: A 10 percent alumni discount is offered to University of Texas at Austin alumni for the individual Open Enrollment courses.

Government Discount: Government discounts are available, please call for additional information.
Project yourself into a corner office.