

THE BUSINESS TOOLKIT™

UC San Diego, Extension's Intensive In-Company Program for Managers

Program Overview

The Business Toolkit™ is designed to employees practical business skills they can apply every day on the job, as well as to help them better understand the challenging dynamics of their own business and industry. Participants will identify, prepare, and present ideas for improving the business in which they work, and evaluating the merit of those ideas from the CEO's perspective.

Program Parameters

- Offered exclusively to organizations for their employees
- Tailored to the challenges of each organization
- Ten (four-hour) sessions equal to (4) CEU's of credit
- Minimum of 15 participants per program.
- Individuals who complete the course may apply the experience toward the UC San Diego, Extension Professional Certificate in Business Management.

Fees

\$1,395 per person

Fee includes preparation/consulting time with the program director, instruction, work assignments, all materials, and post-course evaluation reviewed with the sponsor (use of facilities and audio-visual equipment is negotiated separately).

Outline of Instructional Topics

Core Sessions

Understanding Business

- Competitive simulation activity
- The entrepreneurial spirit

Preparing Ideas for Improving Business

- Decision Criteria
 - Market strength and appeal
 - Financial risk and return
 - Competition, strategy and managerial competence
- How/Where to collect information
- How to format proposals

Final Session

Presenting Ideas for Improving Business

- Presentation of proposals
- Feedback and Evaluation (employer participates)

Elective Sessions

Select seven (7) from the following:

Marketing Skills

- Identifying and Segmenting Your Customers
- Measuring Customer Satisfaction
- The Moment of Truth (sales and service skill building)

Financial Skills

- Interpreting Financial Statements
 - Tailored to client's industry
- Effective Budgeting
 - Tailored to the client's business and systems
- Estimating the Value of Future Returns

Strategy Skills

- Strategic Thinking for Managers
- Analyzing the Competition
- Building Creativity and Risk Taking
- Business Law for Managers

Information

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