

**AMA'S 5-DAY "MBA" WORKSHOP**

Get grounded in the essential elements of high-level business courses in just one week.

Seminar #2561

**Overview**

Fast track to advance your knowledge base, make more informed decisions, develop successful strategies and achieve your personal and organizational goals. You will learn how key components of various business units must be integrated and aligned to achieve short and long-term success.

This seminar is presented by a team of expert faculty specializing in accounting, finance, strategy, marketing and management. With practical examples, case studies and practice, this is your seminar to accelerate to the next level of excellence.

**Schedule**

- [5] days

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- [5] days - **\$3,545** Non Members
- [5] days - **\$3,195** AMA Members
- [5] days - **\$2,736** GSA

**Credits**

3CEU /30 PDU

**Schedule**

We have 41 scheduled sessions located nationwide starting between 6/4/2012 - 2/4/2013

Date	Location	Duration
Jun 4, 2012 - Jun 8, 2012	Chicago, IL	5 Days
Jun 11, 2012 - Jun 15, 2012	San Francisco, CA	5 Days
Jun 18, 2012 - Jun 22, 2012	Atlanta, GA	5 Days
Jun 25, 2012 - Jun 29, 2012	New York, NY	5 Days
Jul 9, 2012 - Jul 13, 2012	Boston, MA	5 Days
Jul 9, 2012 - Jul 13, 2012	Cincinnati, OH	5 Days
Jul 16, 2012 - Jul 20, 2012	New York, NY	5 Days
Jul 16, 2012 - Jul 20, 2012	San Francisco, CA	5 Days
Jul 23, 2012 - Jul 27, 2012	Arlington/Washington DC, DC	5 Days
Jul 30, 2012 - Aug 3, 2012	Chicago, IL	5 Days
Aug 6, 2012 - Aug 10, 2012	Hilton Head Is, SC	5 Days
Aug 13, 2012 - Aug 17, 2012	New York, NY	5 Days
Aug 20, 2012 - Aug 24, 2012	Denver, CO	5 Days
Aug 27, 2012 - Aug 31, 2012	San Diego, CA	5 Days
Sep 10, 2012 - Sep 14, 2012	New York, NY	5 Days
Sep 10, 2012 - Sep 14, 2012	Chicago, IL	5 Days
Sep 17, 2012 - Sep 21, 2012	Arlington/Washington DC, DC	5 Days
Sep 24, 2012 - Sep 28, 2012	Morristown, NJ	5 Days
Sep 24, 2012 - Sep 28, 2012	San Francisco, CA	5 Days
Oct 1, 2012 - Oct 5, 2012	Chicago, IL	5 Days
Oct 1, 2012 - Oct 5, 2012	Philadelphia, PA	5 Days
Oct 8, 2012 - Oct 12, 2012	Dallas, TX	5 Days
Oct 15, 2012 - Oct 19, 2012	New York, NY	5 Days
Oct 22, 2012 - Oct 26, 2012	San Francisco, CA	5 Days
Oct 22, 2012 - Oct 26, 2012	Virginia Beach, VA	5 Days
Oct 29, 2012 - Nov 2, 2012	Arlington/Washington DC, DC	5 Days
Nov 5, 2012 - Nov 9, 2012	New York, NY	5 Days
Nov 5, 2012 - Nov 9, 2012	Fort Lauderdale, FL	5 Days
Nov 12, 2012 - Nov 16, 2012	Boston, MA	5 Days
Nov 12, 2012 - Nov 16, 2012	San Francisco, CA	5 Days
Nov 26, 2012 - Nov 30, 2012	Honolulu, HI	5 Days
Dec 3, 2012 - Dec 7, 2012	Atlanta, GA	5 Days
Dec 3, 2012 - Dec 7, 2012	New York, NY	5 Days
Dec 10, 2012 - Dec 14, 2012	Chicago, IL	5 Days
Dec 10, 2012 - Dec 14, 2012	San Francisco, CA	5 Days
Jan 7, 2013 - Jan 11, 2013	New York, NY	5 Days
Jan 14, 2013 - Jan 18, 2013	Arlington/Washington DC, DC	5 Days
Jan 14, 2013 - Jan 18, 2013	San Francisco, CA	5 Days
Jan 28, 2013 - Feb 1, 2013	San Diego, CA	5 Days
Feb 4, 2013 - Feb 8, 2013	Chicago, IL	5 Days
Feb 4, 2013 - Feb 8, 2013	New York, NY	5 Days

Registering more than 4 people, please call 1-877-566-9441.

**How You Will Benefit**

- Discover how all components of a business fit together
- Read and understand financial statements and analyze the financial health of a business
- Gain insights into the economy and its impact on your business
- Develop a business strategy and establish a sustainable competitive position
- Learn the language of business and communicate effectively on business matters to any audience level
- Develop an effective organization and successfully manage people
- Enjoy an invaluable peer-to-peer learning experience

**What You Will Cover**

**Accounting Basics**

- Basic accounting and its impact on financial reporting
- Financial statements: income statement, balance sheet, retained earnings statement, cash flow statements

- The accounting process and annual report
- How to evaluate financial statements: understand nonfinancial considerations, liquidity, leverage and profitability

#### **Case study: Sara Lee**

#### **Finance Fundamentals**

- Performance measures and key indicators: Return on Net Assets (RONA), Economic Profit (EP), Weighted Average Cost of Capital (WACC)
- How to improve business unit operating performance
- Finance the business: leveraging, short- and long-term financing alternatives, equity financing

#### **Cost Analysis and Profit Planning**

- Fixed, variable and semivariable costs
- Break-even analysis and contribution margins
- Cost allocations and reduce inefficiencies

#### **Capital Expenditures**

- Types of capital expenditure decisions
- Calculate Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index (PI)
- Estimate project's cash inflows and outflows  
*Exercise: discount cash flow*

#### **Corporate Strategy**

- What is strategy? Understand relationship between vision, mission and strategy
- Strategy formulation—the SWOT approach
- Conceptual model for strategy development: cost leadership, differentiation and cost focus strategy
- Analysis phase of the strategy development: examine competitive advantage, predict future trends, evaluate competitive position
- The creation and selection process: generate strategy alternatives
- How to use quantitative analysis to screen, evaluate and select strategies

#### **Marketing**

- The marketing mix and application: positioning, product/service, price, place/distribution channels, promotion
- Guiding principles for effective marketing
- Product and market development
- Commoditization and product innovation

*Case studies: Mercedes, Cadillac and Sara Lee*

#### **Management**

- The basic functions of management
- EI and leadership: lead employees toward organizational goals
- How to motivate, increase morale and enhance productivity
- Being a team leader and building effective teams
- Performance management and conduct effective performance reviews
- How to manage organizational change
- The 7S Model: align skills, shared values, staff and other factors to support your organizational strategy and change

#### **Who Should Attend**

AMA's 5-Day "MBA" Workshop is for anyone interested in obtaining an effective, broad-based overview of the functional areas often covered in university-level MBA programs.

#### **Special Feature**

**Bla**

*The course agenda may be updated regularly as required.*

**Note:** AMA's 5-Day "MBA" Workshop does not award a degree.

#### **Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)