

Take Your Career to the Next Level



A results-oriented program to help advance you to the next level of success in today's business environment.

Tuesday Evening Courses Include:

- Building Leadership Effectiveness
- Effective Presentation Skills
- Exceeding Customer Expectations
- Managing Projects Successfully
- The Art of Negotiation
- Legal Issues in Employee Relations
- Creating a Competitive Strategy

FALL 2009 STOCKTON SERIES

MANAGEMENT CERTIFICATE PROGRAM

WHO SHOULD ATTEND:

Managers, group leaders and lead persons who are new to their roles. Experienced managers will also find the program a helpful way to update their skills and to stay on the cutting edge of leadership practice. This program is an excellent opportunity to prepare prospective leaders for their future responsibilities.

WESTGATE CENTER FOR MANAGEMENT DEVELOPMENT
EBERHARDT SCHOOL OF BUSINESS • UNIVERSITY OF THE PACIFIC

PROGRAM BENEFITS

The seven courses in this series have been our most requested training topics and are crucial for today's managers. Each course emphasizes specific, practical points that participating managers can use the very next day on the job. Class size is limited to allow participants to have a chance to interact with each other and with the course leader.

Attendance at all seven courses earns the participant four continuing education units (CEUs). Completion of any six of the seven courses earns the participant a Management Certificate from the University of the Pacific, Eberhardt School of Business.



Westgate Center for Management Development

Located within the Eberhardt School of Business at the University of the Pacific, the Westgate Center was established to offer management and executive training programs for individuals and organizations.

The instructors for the Westgate Center Programs are selected based upon their knowledge, experience, and teaching ability. They emphasize practical, current examples from the real world using specific organizational applications.

“The Management Certificate Program has been a great experience! The professors were informative and shared real-life applications. I was able to immediately apply many of the lessons, making an impact on my job.”

Linda Vasquez - Stockton Thunder & Stockton Lightning

INSTRUCTOR BIOS

THOMAS BRIERTON

Legal Issues in Employee Relations

Mr. Brierton is an Associate Professor of Business Law at the University of the Pacific. He specializes in Human Resource and Employment Law topics. Mr. Brierton has been involved in both the academic and legal environments for the past twenty years. As an attorney he has litigated a wide variety of cases in private practice and served as a consultant to many businesses in the employment and commercial law areas.

ABEL FERNANDEZ

Managing Projects Successfully

Dr. Fernandez is an Associate Professor and Director of the Engineering Management Program at the University of the Pacific. Dr. Fernandez has over 12 years of system engineering and project management experience with TRW, Inc. and the Harris Corporation. He specializes in project risk analysis, stochastic project scheduling, and modeling of decision analysis problems in project management contexts.

PETER JOHNSON

Building Leadership Effectiveness

Peter Johnson is the Director of the University of the Pacific Westgate Center for Management Development. He has been working with organizations for almost 20 years in the area of leadership and management development. From nonprofit and public agencies to a multi-billion dollar private company, Peter has helped leaders and managers reach their full potential as individuals, teams and organizations.

SACHA JOSEPH-MATHEWS

Exceeding Customer Expectations

Dr. Joseph-Mathews is an Assistant Professor of Marketing at the Eberhardt School of Business at the University of the Pacific. She teaches several marketing courses including, international marketing, international business, advertising and promotions, as well as hospitality and services management. Professor Joseph-Mathews has also published articles in tourism, marketing and international business.

ALAN RAY

Effective Presentation Skills

Dr. Ray is a professor of speech and journalism at the University of the Pacific. As a professional speaker and speaking coach, he has lectured, entertained, and consulted with numerous organizations and companies on the “education” principles of communication. His perspective that both public speakers and organizational communicators should educate as well as entertain provides a unique approach to business practices.

KEVIN SEIBERT

The Art of Negotiation

Mr. Seibert is a partner in Sacramento's largest law firm. He is a trial attorney specializing in business litigation, including contract, real estate, construction and employment disputes. In addition to his work as a trial lawyer, Mr. Seibert serves as a professional mediator helping parties and their attorneys resolve disputes.

DANIEL WADHWANI

Creating a Competitive Strategy

Dr. Wadhvani is the Fletcher Jones Professor of Entrepreneurship at the University of the Pacific. He brings a foundation of practical industry experience to his teaching and research. Dr. Wadhvani was an associate at APM Inc, a leading management consulting firm. At APM, Dr. Wadhvani was engaged in both operations and strategic planning for organizations around the country.

*“The discussion was great!
The instructors were wonderful
in letting the class contribute.
We thoroughly covered a lot
of information!”*

Jennifer Meeuwse- Escalon Premier Brands, Division of H.J. Heinz

FOR MORE INFORMATION

888.439.2867

<http://go.pacific.edu/mcpfall09>

COURSE OUTLINE

Classes run on Tuesday evenings from 6:00 - 9:00 P.M.

Part 1 - September 29 • Part 2 - October 6

EFFECTIVE PRESENTATION SKILLS

- Oral Presentation Competencies
- Writing in the Workplace
- Organizational Communication Strategies
- Visualizing for Organizations

Part 1 - October 13 • Part 2 - October 20

THE ART OF NEGOTIATION

- Learn to Control Range and Negotiations
- Preparing for the Negotiation
- Identify and Avoid Common Negotiating Errors
- Shortcuts to Better Negotiating Outcomes

Part 1 - October 27 • Part 2 - November 3

MANAGING PROJECTS SUCCESSFULLY

- Project Life-Cycle
- Effective Project Plans
- Scope and Schedule Management
- Human Resource Management
- Risk Management
- Keys to Project Success

Part 1 - November 10 • Part 2 - November 17

CREATING A COMPETITIVE STRATEGY

- The Strategy Process
- Strategy and Competition
- Evaluating Strategy Success
- Class Exercise/Application

Part 1 - November 24 • Part 2 - December 1

EXCEEDING CUSTOMER EXPECTATIONS

- Key Elements of Customer Service
- Internal and External Customers
- Gaining a Competitive Advantage
- Applications for Industrial, Consumer Products, and Service Organizations

Part 1 - December 8 • Part 2 - December 15

LEGAL ISSUES IN EMPLOYEE RELATIONS

- Federal and State Employment Law
- Employment Practices/ Fair Labor Standards Act (compensation issues)
- Wrongful Discharge (At-Will vs. Just Cause)
- Legal Research Methods and Privacy Issues
- Americans with Disabilities Act

No classes December 22 or December 29

Part 1 - January 5 • Part 2 - January 12

BUILDING LEADERSHIP EFFECTIVENESS

- The 15 Rules for Effective Leadership
- Leadership Versus Management
- Creating and Implementing Teams
- Motivating Others by Creating a Mission, Vision and Goals
- Building Your Human Capital Through Coaching and Mentoring

PROGRAM INFORMATION

COURSE FEE

Fee includes all instructional materials.

SERIES: Save by enrolling in the entire series for \$1,750

INDIVIDUAL SESSION: The cost per individual session is \$295

PACIFIC ALUMNI: \$1,595 | PACIFIC EMPLOYEES: 50% discount

Call for more information about our group discount rates.

CONTINUING EDUCATION UNITS (CEUs)

A nationally recognized means of recording noncredit study, accepted by many employers as evidence of a serious commitment to career advancement and the maintenance of professional competence. Enrollment in all seven sessions earns the participant four CEUs.

TRAINING LOCATION

Sessions will be held in the Westgate Executive Training Center, Room 112 of the Eberhardt School of Business (Weber Hall), adjacent to Burns Tower on the Stockton University of the Pacific campus.

CONFIRMATION

Confirmation of your registration will be e-mailed to you prior to the first class meeting. A map and parking instructions will be included.

CANCELLATION

Full refunds will be available for cancellations seven days prior to any session. There is a \$20 service charge for processing all refund requests. No other refunds will be granted. Registration may be transferred to another participant by notifying the Westgate Center.

TO REGISTER

ONLINE: <http://go.pacific.edu/mcpfall09>

E-MAIL: westgate@pacific.edu

CALL: 209.946.2956 or 888.439.2867



Eberhardt School of Business
 Westgate Center for Management Development
 University of the Pacific
 3601 Pacific Avenue
 Stockton, CA 95211

Non-Profit
 Organization
 U. S. POSTAGE
 PAID
 Stockton, CA
 Permit No. 363

**Management
 Certificate Program**
 Stockton Series

*“This was, dollar for dollar,
 the best education and training
 we ever paid for.”*

**Kip Kuntz, General Manager
 SeaWest Altamont, Tracy**

*Take Your
 Career to the
 Next Level*



*“Excellent mix of professionals and
 subject matter experts covering a
 wide range of management topics.”*
Damian Glick- Stockton Record



MANAGEMENT CERTIFICATE PROGRAM

**FALL 2009
 STOCKTON SERIES**

**Tuesday Evening
 Courses Include:**

- Building Leadership Effectiveness
- Effective Presentation Skills
- Exceeding Customer Expectations
- Managing Projects Successfully
- The Art of Negotiation
- Legal Issues in Employee Relations
- Creating a Competitive Strategy

**WESTGATE CENTER FOR MANAGEMENT DEVELOPMENT
 EBERHARDT SCHOOL OF BUSINESS • UNIVERSITY OF THE PACIFIC**