UC Davis Executive Education
Open Enrollment Programs 2017

UC Davis Graduate School of Management Executive Education invites you to partner with us on your leadership development journey. Our series of open-enrollment programs offer you the resources, tools, connections, strategies and know-how to drive sustainable change aligned with your company’s business objectives.

Leadership

Building and Leading Great Teams
May 12, 2017 | Davis Campus
Nov 14, 2017 | Bay Area Campus
Fee: $1,500
In this program, you will be introduced to the theory and practice of building, fixing, managing, and leading high-impact teams. You will learn important team concepts and skills from team exercises in a safe, learning-rich environment. Lecture time is minimal. Learning by doing is emphasized.

Becoming a Trusted Leader
January 20, 2017 | Davis Campus
July 18, 2017 | Bay Area Campus
Fee: $750
This program is designed to help you understand why being trusted is essential to leadership effectiveness, how your current trust relationships reveal your individual propensities for building specific types of trust (e.g., competence-based trust vs. contractual-based trust) and how you can demonstrate trustworthiness as a successful leader.

Evaluating and Rewarding People
January 20, 2017 | Davis Campus
July 18, 2017 | Bay Area Campus
Fee: $750
In this program, we will discuss and practice giving effective performance feedback, both as part of a formal evaluation process, and informally throughout the year. We will also discuss pay, and the considerations involved in making the very important decisions about how to allocate rewards.

Maximizing your Mentoring and Developmental Network
June 6, 2017 | Bay Area Campus
Dec 1, 2017 | Davis Campus
Fee: $750
In this program, you will build understanding of what effective mentoring and developmental networks look like, the principles that make these networks so effective, and common challenges people face in building and maintaining effective developmental relationships.

Effective Negotiations: Strategies and Tactics
June 30, 2017 | Davis Campus
Dec 12, 2017 | Bay Area Campus
Fee: $1,500
In this program, you will be introduced to the science and art of negotiating successfully, in business and in life. By learning and practicing negotiating basics in this program, from preparation to getting to “yes”, you will dramatically improve your confidence entering important negotiations, and the outcomes from those negotiations.

Pitching Creative Ideas
February 10, 2017 | Davis Campus
August 15, 2017 | Bay Area Campus
Fee: $750
In this program, you will learn how to pitch creative ideas in two contexts: When you are the idea generator and want others to support (and fund) your idea, and when you are not the idea generator, but want to improve upon a team member’s creative idea.

Strategy Bootcamp
November 3, 2017 | Davis Campus
Fee: $1,500
Regardless of whether you earned your MBA in the classroom or learned your management skills in the boardroom, this program will incorporate all of the learning you wish you hadn’t forgotten. Using mini-cases and exercises, you will refresh or build your strategic analysis toolkit, enabling you to be the best you can be as a leader in your organization.

Wine Executive Program
March 26-30, 2017 | Davis Campus
Fee: $5,250
In its 17th year, the UC Davis Wine Executive Program is uniquely designed to teach the fundamentals of winemaking and management skills necessary to be profitable in today’s challenging and dynamic wine industry. Sessions are tailored to help industry leaders grow their businesses by expanding on such topics as building one’s financial acumen and expanding a company’s current marketing and branding strategies.

Finance

Analysis of Financial Information
October 6, 2017 | Davis Campus
Fee: $1,500
In this program, you will learn to understand the sources and decision usefulness of your company’s financial information. Using cases based on current news events, you will learn how to analyze financial statements to communicate important insights into your company’s operating, investing, and financing decisions.

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Advanced Analysis of Financial Information
October 20, 2017 | Davis Campus
Fee: $1,500
In this program, you will build our financial acumen by discussing the earnings forecasting process and how the discretion in financial reporting can influence such decisions at your organization. In addition, the program will provide you with insights into the variation in financial reporting quality across companies and over time, as well as the implications that this will cause for your stakeholders.

Developing Customer Analytics for Decision Making
May 19, 2017 | Davis Campus
September 12, 2017 | Bay Area Campus
Fee: $1,500
This program is designed to cover customer analytics via descriptive and predictive methods. In the program, you will develop customer metrics by observing behavior and then using these metrics to devise marketing plans that take advantage of this new information to improve a firm’s key objectives.

Building a Customer-Centric Strategy
June 13, 2017 | Bay Area Campus
November 17, 2017 | Davis Campus
Fee: $1,500
In this program, you will first establish what customer centricity means to you and why it fundamentally differs from strategies of the past. Next, we will examine the leadership approaches that your firm can use to build customer-centric cultures. Finally, we will review examples of customer-centric strategy shifts made by firms in several areas including innovation, pricing, sales and marketing.

Strategic Marketing & Data Management
Forecasting for Business Management Designed Exclusively for GSM alumni
TBD | Davis Campus
Fee: $1,500
In this program, we will introduce forecasting components, naive forecasts and trend analysis, and discuss how to write a high quality report. You will be given a week to complete a project report. Professor Tsai will introduce smoothing techniques and decomposition methods. Again, he will guide you in writing a successful report.

Building a Customer-Centric Strategy
June 13, 2017 | Bay Area Campus
November 17, 2017 | Davis Campus
Fee: $1,500
Employee turnover is a major issue in business today. One cause of turnover is employee dissatisfaction caused by poor job fit. As a successful team leader or HR professional, knowing the skills needed to quickly and accurately access the fit of a new hire during the interviewing process is critical. In this learning lab workshop, you will learn the theory behind proper interviewing while building a strategic plan to enhance your interviewing skills and the success of your organization when it comes to bringing in new talent.

Building your Strategic Bench: Visionary Succession Planning
March 6, 2017 | Bay Area Campus
September 15, 2017 | Davis Campus
Fee: $1,500
Whether your company has a fully established succession plan or has not dedicated any time or resources to this critical activity, this program will develop your expertise to enhance current plans or begin the discussions needed to engage the organization in a strategic planning session.

Implementing Successful Organizational Change Initiatives
July 28, 2017 | Davis Campus
January 29, 2018 | Bay Area Campus
Fee: $1,500
In this program, you’ll learn the tools and techniques needed to successfully navigate through the murky and often turbulent waters of change. You’ll build the skills needed to move from ignoring change to engaging change for the future success of your organization.

Consortium Pricing
A diverse business landscape calls for diverse program offerings, which is exactly what we offer. No two organizations encounter the exact same obstacles or have the exact same needs, so we empower you to choose the program offerings that best meet the needs of your diverse workforce. By engaging with us at one of our consortium levels, your organization can pick and choose the programs that best meet the training and development needs of your people. At all levels, program days can be used by multiple individuals within your company, for any mix of programs in our portfolio.

Become a Platinum Consortium Member for $50,000
As a platinum consortium member, your organization receives 50 program days to be used within one year of enrolling at this level.

Become a Gold Consortium Member for $25,000
As a gold consortium member, your organization receives 22 program days to be used within one year of enrolling at this level.

Become a Silver Consortium Member for $10,000
As a silver consortium member, your organization receives 8 program days to be used within one year of enrolling at this level.

Questions? Contact Angela Stopper at UC Davis Graduate School of Management Executive Education, astopper@ucdavis.edu | (530) 752-7240