

Date: _____

Professional Development Certificate: Advanced Management



WISCONSIN
SCHOOL of BUSINESS

EXECUTIVE EDUCATION

Gain the strategic business, management, and relationships skills to make yourself indispensable.

Most employees spend the early part of their career focused on developing technical skills in a particular area (manufacturing, marketing, IT and others). At some point, the best and brightest—those that have shown the most technical capability—are promoted into management. Unfortunately, the technical skills that resulted in the promotion become less important, and skills in three other areas—strategic business skills, management, and relationship skills—become more important. If you want to move up in your organization, earning the **Certificate of Professional Development: Mid-Management is a great way to make sure your skills are both relevant and current.**

The Certificate of Professional Development in Marketing includes a selection of core courses which build out your skills, plus your choice of electives to build knowledge in areas that meet your specific needs. We encourage you to start with *Developing Management Skills*.

Core course requirements (complete four):

- Developing Management Skills
- Leading and Coaching People to Higher Performance
- People Skills for Managers
- How to Influence Without Direct Authority
- Business Acumen and Strategy for Managers

Elective course requirements (complete two):

- Strategic Talent Management
- Advanced Negotiation Skills for Managers
- Finance and Accounting for Non-Financial Executives
- Project Management: Planning, Scheduling and Control
- Accumen in Action

Name: _____
(first) (middle initial) (last)

Position Title: _____ Company Name: _____

Business Address: _____
(Address) (City) (State) (Zip)

Contact Information: _____
(phone) (email)

Management Experience: _____

Name/location of organization, Date(s), Experience: _____

Education: *(schools & degrees.)* _____

Non-credit education: *(relevant seminars taken inside our outside your firm within the last three years.)*

Institution, Location, Date(s): _____

For more information on the **Professional Development Certificate: Mid-Management Development**, call Jane Corkery, Program Coordinator, at (608)441-7345 or e-mail her at jcorkery@exed.wisc.edu. We look forward to helping you with your career goals. FAX this application to UW Executive Education at 608-441-7325. To register or to view the current dates & times of classes, visit our website: exed.wisc.edu or call (800)348-8964