

# TAKE YOUR CAREER TO THE NEXT LEVEL

UNIVERSITY OF THE  
**PACIFIC**  
Eberhardt School of Business  
**WESTGATE**  
*Center*  
FOR LEADERSHIP

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

## **COURSE SERIES**

- Creating a Competitive Strategy
- Exceeding Customer Expectations
- Legal Issues in Employee Relations
- Financial Management for Non Financial Managers
- Building Leadership Effectiveness
- Managing Projects Successfully
- Designing Innovative Organizations
- Effective Communication Skills

**SPRING 2019 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 LEADERSHIP AND MANAGEMENT DEVELOPMENT  
EBERHARDT SCHOOL OF BUSINESS • UNIVERSITY OF THE PACIFIC**

## PROGRAM BENEFITS

The eight 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 managers can use immediately 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 eight courses earns the participant five continuing education units (CEUs). Completion of any seven of the eight courses earns the participant a Management Certificate from the University of the Pacific, Eberhardt School of Business.



## Westgate Center for Leadership and 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.

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“Very professional series of classes. Excellent environment and first-class instruction. Absolutely a positive experience and I would highly recommend it to all.”

Aaron Wanden - Lawrence Livermore National Labs

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## INSTRUCTOR BIOS

### CYNTHIA WAGNER-WEICK

#### **Designing Innovative Organizations**

Dr. Wagner-Weick teaches courses in Strategic Management and Policy, Management of Technology Product Innovations, and Global Business. Her work has required travel to Asia, Europe, the Middle East, South America, and the former USSR. She has also been a technology consultant to the United Nations Development Program, and a research scientist at Battelle Columbus Laboratories.

### CHRIS SABLYNSKI

#### **Building Leadership Effectiveness**

Dr. Chris Sablynski received his Ph.D. in Organizational Behavior and Human Resource Management from the University of Washington in 2002. Prior to his academic career, Chris was employed by or contracted with such organizations as Microsoft, The Hay Group, Chase, and Dun & Bradstreet. Over the last several years, he has developed and facilitated a variety of supervisory, management and executive-level training programs for many public sector organizations such as the Franchise Tax Board and the Department of Correction and Rehabilitation.

### 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.

### 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.

### LOIS LANG

#### **Effective Communication Skills**

Lois is a partner at Evolve Partner Group, LLC a consulting firm focused on talent development. She has her doctorate in Industrial/Organizational Psychology and masters in Public Administration/Healthcare Services Administration from the University of San Francisco. She specializes in effective communication, executive coaching, management succession and organizational culture.

### SALLY HAMILTON

#### **Financial Management for Non-Financial Managers**

Sally Hamilton, Ph.D. teaches accounting at both the graduate and undergraduate levels at Pacific's Eberhardt School of Business. She has developed courses in Forensic accounting and Fraud, Supply Chain Finance, and Accounting Information Systems. She has extensive industry experience including working over 10 years in Silicon Valley in a financial systems role for semiconductor companies. She received her Ph.D. from UCLA and also holds degrees from UC Davis and University of San Diego.

### SACHA JOSEPH-MATHEWS

#### **Exceeding Customer Expectations**

Dr. Joseph-Mathews is an Assistant Professor of Marketing 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.

### TARA JUANO

#### **Managing Projects Effectively**

Tara Juano is the Director of University of the Pacific Payroll Services. She has accumulated over 6,000 hours leading and directing projects for companies in the non-profit sector, medical field, accounting industry, and educational setting such as Pacific and Pepperdine University. Currently she teaches University staff Project Management through the Assessment, Training, & Technology Division of the University.

**FOR MORE  
INFORMATION  
209.946.2956**

“The instructors were wonderful in letting the class contribute. In the same way however, they did a great job in keeping the focus of the course. We covered a lot of information, but thoroughly!”

– Jennifer Meeuwse, H.J. Heinz

**Go.Pacific.edu/MCP**

# COURSE OUTLINE

Classes run on Fridays from 8:30 am - 4:00 pm

**March 22, 2019**

## **BUILDING LEADERSHIP EFFECTIVENESS**

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

**April 5, 2019**

## **LEGAL ISSUES IN EMPLOYEE RELATIONS**

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

**April 19, 2019**

## **CREATING A COMPETITIVE STRATEGY**

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

**May 3, 2019**

## **EFFECTIVE COMMUNICATION SKILLS**

- Organizational Communication Strategies
- Understanding Barriers to Communication
- Methods to Open Communication
- Identifying Your Communication & Listening Styles

**May 17, 2019**

## **FINANCIAL MANAGEMENT FOR NON FINANCIAL MANAGERS**

- Key Finance Terms: Assets, Liabilities, Capital, Depreciation
- Analyzing the Income Statement to Assess Revenues and Expenditures
- Keeping Your Plan on Target With Budgetary Controls
- Using Profit-planning Tools, Break-even Analysis, Financial Forecasting

**May 31, 2019**

## **EXCEEDING CUSTOMER EXPECTATIONS**

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

**June 14, 2019**

## **MANAGING PROJECTS SUCCESSFULLY**

- How to start the project to ensure success
- Creating the project plans
- Executing the project plans while monitoring and controlling it
- Closing the project

**June 21, 2019**

## **DESIGNING INNOVATIVE ORGANIZATIONS**

- Why innovation is important and what stands in the way of successful innovation in organizations
- Knowledge of strategies, structures, processes and skills that characterize successful innovators
- Practical knowledge and tools to improve an organization's capacity to generate and successfully apply new ideas

## **PROGRAM INFORMATION**

### **COURSE FEE**

Fee includes all instructional materials.

**SERIES: \$2,195**

Call for more information about our Pacific Alumni or 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 eight sessions earns the participant four CEUs.

### **TRAINING LOCATION**

Sessions will be held in the University of the Pacific's Westgate Center located at 3601 Pacific Avenue Stockton, CA in the Eberhardt School of Business.

### **CONFIRMATION**

Confirmation of your registration will be emailed 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: [Go.Pacific.edu/MCP](http://Go.Pacific.edu/MCP)

E-MAIL: [Westgate@Pacific.edu](mailto:Westgate@Pacific.edu)

CALL: 209.946.2956 or 888.439.2867

"This was, dollar for dollar, the best education and training we ever paid for."

– Kip Kuntz, SeaWest Energy Group

“Excellent mix of professionals and  
subject matter experts covering a  
wide range of management topics.”

– *Damian Glick, Stockton Record*

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