Discover 8 New Programs ➤➤➤
Designed for Immediate Impact

What's your 5-year career plan?

Executive Education Programs

Fall 2006

ACHIEVE. LEAD. SUCCEED.
The Business School at Georgia Tech
Welcome to Georgia Tech College of Management

In my new role as Dean of the Georgia Tech College of Management, I am extremely proud of the excellent quality of the school’s executive education programs. Just as the world-class reputation of the College’s faculty was a major draw for me to join Georgia Tech, our professors attract business leaders who want to gain a competitive edge.

You will benefit tremendously from the research and industry experiences that our faculty members draw upon in their teaching. Many of them serve as active consultants to international businesses, staying attuned to global trends. They appreciate the fresh perspectives that participants bring to the classroom, and will help you gain the skills and tools that lead to successful and profitable business growth.

At Georgia Tech College of Management, we are rapidly expanding our influence as one of the foremost centers for leading innovation and corporate entrepreneurship. Just a sampling of the many organizations that have turned to us for customized executive education programs includes GE Energy, Coca-Cola Enterprises, FBI Laboratory Division, EarthLink, Waffle House, and Boys and Girls Clubs of America. During the past year, participating companies reported extremely high levels of satisfaction with their training – an average greater than nine on a ten-point scale.

I strongly urge you to explore the exceptional learning opportunities the Huang Executive Education Center offers. We can provide a great boost to both your company and career.

Steven R. Salbu
Dean and Stephen P. Zelnak, Jr. Chair
Georgia Tech College of Management
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Program Faculty

Nathan Bennett
Expertise: Business Strategy, Entrepreneurship
Ph.D., Georgia Tech

Lee Campe
Expertise: Six Sigma, Green and Black Belt
Master Black Belt

Goutam Challagalla
Expertise: Marketing Strategy, Sales Management
Ph.D., University of Texas

Jonathan Clarke
Expertise: Managerial Finance
Ph.D., University of Pittsburgh

Michael Cummins
Expertise: Managing Technology Innovation
Ph.D., Northwestern University

Mark Ferguson
Expertise: Supply Chain Management, ERP
Ph.D., Duke University

Cheryl Gaimon
Expertise: Management of Technology, ERP
Ph.D., Carnegie-Mellon

Soumen Ghosh
Expertise: Total Quality Management, Supply Chain
Ph.D., Ohio State University

David Herold
Expertise: Leadership, Change Management
Ph.D., Yale University

Narayanan Jayaraman
Expertise: Managerial Finance
Ph.D., University of Pittsburgh

Stylianos Kavadias
Expertise: Project Management
Ph.D., INSEAD (France)

Ajay Khorana
Expertise: Managerial Finance
Ph.D., University of North Carolina

Luis Martins
Expertise: Organizational Transformation, Managing Diversity
Ph.D., New York University

John McIntyre
Expertise: International Business Strategy
Ph.D., University of Georgia

Saby Mitra
Expertise: IT Management, Project Management
Ph.D., University of Iowa

Charles Mulford
Expertise: Managerial Accounting, Financial Reporting
Ph.D., Florida State University

Dennis Nagao
Expertise: Organizational Behavior, High Performance Teams
Ph.D., University of Illinois

Sridhar Narasimhan
Expertise: Information Systems Design
Ph.D., Ohio State University

Charles Parsons
Expertise: Organizational Behavior, HR Management
Ph.D., University of Illinois

Frank Rothaermel
Expertise: Business Strategy, Technology Management
Ph.D., University of Washington

Arnold Schneider
Expertise: Managerial Accounting
Ph.D., Ohio State University

Christina Shalley
Expertise: Negotiation Skills, HR Management
Ph.D., University of Illinois

Vinod Singhal
Expertise: Operations Management, Manufacturing
Ph.D., University of Rochester

Daniel Stotz
Expertise: Email Marketing, CRM
MSM, Colorado State University

Deborah Turner
Expertise: Managerial Accounting, Financial Reporting
Ph.D., Georgia State University

Dong Jun Wu
Expertise: IT Management, Outsourcing Strategies
Ph.D., University of Pennsylvania

To register by phone, call 404.894.8700 or 800.815.7662
Program Calendar

2-Day Workshops

**Practical Tools that Drive Extraordinary Performance**

- The Six Sigma Champion: Role and Responsibilities  
  October 2-3, 2006; $1,900 per person
- The Art and Science of Leadership  
  October 12-13, 2006; $1,900 per person
- Managing Innovation and Creativity  
  October 26-27, 2006; $1,900 per person
- Business Ethics: Protecting Your Reputation  
  November 9-10, 2006; $1,900 per person
- Marketing Strategies: Building Brands and Driving Sales  
  November 30 & December 1, 2006; $1,900 per person
- Negotiation Skills: Conflict Resolution and Influencing without Authority  
  December 14-15, 2006; $1,900 per person

3-Day Workshops with Computer Simulations

**Developing and Test-Driving New Skills**

- Applied Change Management: Effectively Implementing Change  
  October 23-25; $2,900 per person
- Applied Strategic Planning: Practical Tools for Maximizing Results  
  November 6-8; $2,900 per person
- Applied Supply Chain Management: Practicing Your Lean Skills  
  December 4-6; $2,900 per person

5-Day Executive Education Programs

**Executive Training for High-Potential Managers**

- Management Development Program  
  Five Consecutive Fridays: October 6, 13, 20, 27 and November 3, 2006; $3,900 per person

This catalog provides the September—December 2006 program dates only. Visit the Georgia Tech College of Management web site http://mgt.gatech.edu for information on programs beginning after January 1, 2007.

Finance and Accounting for the Non-Financial Manager  
Full-Day Saturday (October 7) and Nine Monday Afternoons (Oct. 9 thru Dec. 4); $3,900 per person

Advanced Financial Analysis Program  
A series of 10 three-hour workshops. The program is co-sponsored by the Atlanta Society of Financial Analysts (ASFA). Visit our web site or call 800.815.7662 for details.

8-Day and 12-Day Certificate Programs

**Designed for Professionals Serious about Career Advancement**

- Six Sigma Green Belt Program (8 Days)  
  September 18-21 and October 16-19; $5,900 per person
- Six Sigma Black Belt Program (12 Days)  
  September 18-21, October 16-19 and November 13-16; $8,500 per person
- Project Management Leadership Program (8 Days)  
  September 25-28 and October 23-26; $5,900 per person
- Executive Program in Global Business (8 Days)  
  November 13-16; December 11-14; $7,500 per person

To register online visit: www.execinfo.org
2-Day Workshops

The Six Sigma Champion: Role and Responsibilities
Monday and Tuesday, October 2-3, $1,900 per person
A common Six Sigma myth is that it is just a training program. Companies that take that approach fail to reach desired goals, and in most cases the Six Sigma effort fails. This workshop is designed to help executives understand the best practices for setting up a Six Sigma program. Participants will discover how to build a sustainable Six Sigma infrastructure; select and prioritize Six Sigma projects; and communicate the benefits of the DMAIC methodologies.

Managing Innovation and Creativity
Thursday and Friday, October 26-27, $1,900 per person
The key to success is knowledge and innovation. You have to learn faster than the world is changing, and you need innovative techniques to apply that knowledge. This workshop focuses on understanding the imperative for building innovation capability and developing an innovation operating model. Participants will discuss Christensen’s approach to solving the "Innovator’s Dilemma;" analyze the essential leadership behaviors needed for innovation; and review best practices for developing a creative culture.

The Art and Science of Leadership
Thursday and Friday, October 12-13, $1,900 per person
Managers today must be skilled in the art and science of leading both people and projects. Georgia Tech professors will facilitate innovative discussions on how leadership can be shaped, learned, nurtured, coached, and modeled. Participants will walk away with a deep understanding of the difference between managing and leading and why both are important; best practices in succession planning and the retention of talent; and the leader’s role in creating positive change at all levels of the organization.

Business Ethics: Protecting Your Reputation
Thursday and Friday, November 9-10, $1,900 per person
Workshop facilitators, in a truly innovative style, will address the ethics of leadership from an impressive number of perspectives including business ethics models, ancient philosophy, and classical literature. Participants will discuss and answer Machiavelli's question: "Is it better to be loved or feared?" They will also address key questions of "What can today's leaders learn from Plato and Aristotle;" and "Who or what's to blame for recent ethical lapses (i.e. Sears Auto Center, WorldCom, Denny's, Wal-Mart, Enron, Red Robin)."

To register by phone, call 404.894.8700 or 800.815.7662
Marketing Strategies: Building Brands and Driving Sales
Thursday and Friday, November 30-December 1, $1,900 per person
Managers at all levels need to understand and appreciate the importance of marketing and brands. Georgia Tech marketing professors will provide an intensive look into the market-planning process and how to best build bridges between marketing and sales. Participants will learn best practices in developing a competitive marketing strategy; proven tools for creating and rejuvenating brands; methods for building customer value models and customer relationship management (CRM) systems; and evaluating how to maximize sales through your marketing communications strategy.

Negotiation Skills: Conflict Resolution and Influencing without Authority
Thursday and Friday, December 14-15, $1,900 per person
This workshop focuses on proven methods for improving your negotiation and influencing skills. Effective influencers get valued resources, maintain and build relationships, and gain people's trust. Participants explore the five major principles of influence that are universal across cultures; methods for establishing credibility through expertise and relationships; understanding the “dual-concerns” model for conflict management; and discover practical tools that help managers avoid the most common negotiation mistakes.

NOTE: Workshop fee includes tuition, instructional materials, case studies, lunch, refreshments, parking, and Internet access. Pricing discounts available to companies sending three or more employees to the same workshop. To receive the discount, team members must register at the same time.

To register online visit: www.execinfo.org
3-Day Workshops with Computer Simulations

Applied Change Management: Effectively Implementing Change

Managers today must be skilled in leading change at all levels of an organization. This high-impact workshop provides strategies and tools for effectively planning, communicating, and implementing a change initiative. Key content areas include:

- Understanding the business drivers for change
- Assessing the political landscape for change
- Understanding the different stages and roles in change implementation
- Proven tools for measuring change progress and outcomes
- Developing versatility in change leadership behaviors

Computer Simulation: This workshop includes the ExperienceChange™ simulator. The simulator allows program participants to build on their classroom experience and learn by doing. Each team, as change consultants hired by a fictional company, will be required to plan and implement a strategic shift necessary to save the company. With limited time and budget, each team must quickly identify the issues, create a change plan, and implement the plan in the face of company wide resistance. The teams will experience firsthand the dynamics of managing an important project in an environment of rapid change, uncertainty, and risk.

"The ExperienceChange™ computer simulation was an excellent, and fun way to try out our new leadership and change management skills.”
–Jim Cencula, Technology Manager, GE Energy

"Great program! It provides a full insight of how to manage change in today’s business climate.”
–Ian French, Vice President, Consolidated Engineering

"The program allowed me to focus on the many aspects of leading change. The computer simulation was great!"
–Mark Dailey, Director of Corporate Payroll, Mohawk Industries

Program Dates and Fee

Monday, Tuesday, Wednesday: October 23-25, 2006
Fee: $2,900 per person

The fee includes tuition, simulation licensing fees, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies sending three or more employees to the same program. The team must register at the same time.

To register by phone, call 404.894.8700 or 800.815.7662

Developing and Test-Driving New Skills
Applied Strategic Planning: Practical Tools for Maximizing Results

This best-practices workshop provides a solid understanding of the fundamentals of strategic planning and practical tools for enhancing a company's sustainability and competitive advantages. Participants discover how to structure and implement strategies that eliminate functional silos. Key content areas include:

- Optimizing the strategic-planning process
- Analyzing internal and external resource capabilities (SWOT analysis)
- Developing an executable strategic plan framework
- Integrating a financial model that reflects the strategic plan
- Utilize a proven tool for calculating your company’s sustainability score

**Computer Simulation:** This workshop includes the StrategicPerspectives™ simulator. The simulator is a competitive, dynamic management simulation that brings to life the issues and tradeoffs involved in holistically managing an organization while working together as a leadership team. The simulation exercise will also help participants determine key success metrics, eliminate functional silos, and enhance the skills needed to effectively defend projects and decisions. On completing the simulation, participants will be able to formulate and implement a successful long-term strategy in an environment of rapid change; and they will better understand the power of moving beyond linear thinking to result-oriented leadership through creativity and innovation.

**Program Dates and Fee**

Monday, Tuesday, Wednesday: November 6-8, 2006
Fee: $2,900 per person
The fee includes tuition, simulation licensing fees, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies sending three or more employees to the same program. The team must register at the same time.

To register online visit: [www.execinfo.org](http://www.execinfo.org)
Applied Supply Chain Management: Practicing Your Lean Skills

Key content areas include:

- Best practices in value stream process management
- The power of enterprise resource planning (ERP) systems
- Implementing lean value chain approaches
- Managing Six Sigma projects for process improvement
- Proven techniques for communicating Six Sigma tools for analyzing operations

Business Simulation: This workshop includes the BuzzEnterprise™ simulator. The simulator is based on learning and implementing lean techniques while managing a fictional company called Buzz Electronics Enterprises (BEE). Participants will operate BEE as a traditional manufacturing company with traditional management. The simulator focuses on transforming BEE into a lean enterprise. Beginning with a short history of the company, the discussion turns to defining “value” and what is meant by the term “lean.” The transformation of BEE begins by learning and implementing some basic lean tools and techniques into the various rounds of the simulation. The teams will develop new skills in defining the workplace organization, principles of flow, point-of-use strategies, reducing set-up time, reducing batch sizes, and using TAKT time to balance operations.

“Like a heart-attack victim felled by poor circulation, companies who suffer a sudden blockage in their flow of products to consumers face a long road to recovery.”

–Vinod Singhal, Professor of Operations Management, Georgia Tech

Program Dates and Fee

Monday, Tuesday, and Wednesday: December 4-6
Fee: $2,900 per person

The fee includes tuition, simulation licensing fees, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies sending three or more employees to the same program. The team must register at the same time.
Last year, participants gave the Management Development Program an overall rating of 9.44 out of 10. Throughout this highly popular program, you will be challenged to refine and expand your thinking as you explore the latest leadership and managerial concepts. The program is designed for functional managers who are moving into, or desire to move into, a general management or executive position where firm-wide, multifunctional perspectives are required.

Management Development Program

Program Benefits

Attend this program and you will return to your organization with:

- Leadership concepts and tools critical to your career growth
- A deep understanding of innovation management architecture and techniques
- Enhanced skills for building and sustaining high-performance teams

Program Outline

Day One: Leadership and Change Management
Day Two: Business Ethics and Marketing Strategy
Day Three: Managing for Value Creation and Best Practices in Financial Reporting
Day Four: Innovation Management and Building a Creative Culture
Day Five: Strategic Planning and Implementation

Program Participants

Individuals who typically attend this program include:

- Professionals from functional areas such as general management, engineering, technology, sales, marketing, operations, finance, and human relations
- Mid-managers identified as potential senior executives
- Technical professionals seeking high-impact business management training

Program Dates and Fee

Five Consecutive Fridays, 8:30 AM - 4:30 PM
Starts on Friday, October 6, 2006
Ends on Friday, November 3, 2006
Fee: $3,900 per person; Discount available to AeA members

To register online visit: www.execinfo.org
Finance and Accounting for the Non-Financial Manager

Even experienced managers find finance and accounting difficult to understand and apply. This certificate program, taught by award-winning Georgia Tech professors, provides the concepts and tools you need to improve your operating and financial decisions.

**Program Content**

Georgia Tech’s award-winning accounting and finance professors will help you improve your skills in:

- How to read and interpret financial statements
- Evaluating financial performance and managerial accounting practices
- Financial forecasting and managing growth
- Evaluating corporate investments
- Creating value through financial decisions
- Business valuation, restructuring, and financial risk management

**Program Dates and Fee**

Meets for one Saturday and then nine Monday afternoons
Day One: Saturday, October 7, 2006
Nine Monday afternoons, 3:00-6:00 p.m. starting October 9th and ending December 4th
Fee: $3,900 per person

**Program Benefits**

Attend this program and you will return to your organization with:

- Ability to read, understand, and analyze financial information
- Working knowledge of accounting and finance concepts and tools
- Proven methods to determine the economic value of business decisions

**Program Participants**

Individuals who typically attend this program include:

- Managers in sales, operations, HR, marketing, or engineering
- Technical professionals transitioning into managerial positions
- General professionals wanting to expand their knowledge

“The professors gave me a better understanding and appreciation for corporate finance and its value to the organization.”

–Henry Frampton, Program Manager, Battelle

“Attending this program has opened up a ‘secret world’ of corporate finance. It will help me as I make future financial decisions.”

–Bruce Langston, Senior Solutions Architect, Hewlett-Packard

To register by phone, call 404.894.8700 or 800.815.7662
Advanced Financial Analysis Program

Georgia Tech’s award-winning finance professors, in partnership with the Atlanta Society of Financial Analysts (ASFA), have designed a series of three-hour workshops for professionals serious about expanding their financial analysis knowledge and skills. The workshop topics are listed below. Visit the College of Management’s Web site www.execinfo.org or the ASFA Web site www.atlantasfa.org for full workshop descriptions, fees, and available discounts.

The tentative 2006-2007 topics are:

- **Financial Warnings: Avoiding Earnings Surprises (Part I)**
  3-6 p.m., Tuesday, September 19, Professor Charles Mulford
- **Financial Warnings: Avoiding Earnings Surprises (Part II)**
  3-6 p.m., Tuesday, October 3, Professor Charles Mulford
- **Valuation Models: A Systematic Approach**
  3-6 p.m., Tuesday, October 17, Professor Narayanan Jayaraman
- **Private Equity: Focus on Key Issues**
  3-6 p.m., Tuesday, October 31, Professor Narayanan Jayaraman
- **Global Financial Markets**
  3-6 p.m., Tuesday, November 14, Professor Cheol Eun
- **Derivative Securities**
  3-6 p.m., Tuesday, November 28, Professor Minqiang Li
- **Mutual Fund: Worldwide Implications (Part I)**
  3-6 p.m., Tuesday, December 12, Professor Ajay Khorana
- **Mutual Fund: Worldwide Implications (Part II)**
  3-6 p.m., Tuesday, January 9, Professor Ajay Khorana
- **Creative Cash Flow Reporting**
  3-6 p.m., Tuesday, January 23, Professor Charles Mulford
- **Ethics in Financial Reporting**
  3-6 p.m., Tuesday, February 6, Professor Charles Mulford

The workshops are held at the Georgia Tech College of Management building located in Midtown Atlanta. Visit our web site at www.execinfo.org to view complete workshop descriptions, fees, and available discounts.

To register online visit: [www.execinfo.org](http://www.execinfo.org)
Discover what world-class organizations such as General Electric, Motorola, and Xerox already know: Six Sigma can significantly improve your bottom line. The Georgia Tech Six Sigma Program will help you master the tools and techniques that deliver results.

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The fee includes tuition, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies sending three or more employees to the same program. The team must register at the same time. Special Note: Green Belt Holders interested in qualifying for a Georgia Tech Black Belt Certification should call 404.894.8700 for program requirements. Fee is $3,500 per person.

**Program Benefits**

Attend this program and you will return to your organization with:
- A deep understanding of the Six Sigma approach
- Proven tools for implementing the Define/Measure/Analyze/Improve/Control (DMAIC) methodology to a project
- A Green Belt or Black Belt Certification

**Program Participants**

Individuals who typically attend this program include:
- Professionals with an interest in Six Sigma methodologies
- Managers interested in starting a Six Sigma program for their organization
- Professionals wanting to earn a Green Belt or Black Belt certification

“Our company needed a more disciplined methodology for addressing process issues. The tools utilized in the course will provide the capability for accomplishing our objectives.”

Chris Johnson, Quality Manager, Roper Pump Company

To register by phone, call 404.894.8700 or 800.815.7662
Green Belt and Black Belt Certification

Program Outline

MODULE I:
Define
- The adult-learning process
- Six Sigma overview
- Project definition
- Minitab software tutorial
- Introduction to basic statistics

Measure
- Process mapping
- Cause and effect tools
- Measurement systems analysis

Analyze
- Graphical techniques
- Process FMEA (Failure Mode Effects Analysis)
- Confidence intervals
- Means testing
- Statistical analysis

MODULE II:
Improve
- DOE (Design of Experiments) introduction
- Full Factorial Part I
- 2K Factorials Part I
- Statapult Exercise Control
- Lean Concepts
- Lean Workshop
- Risk Assessment
- Mistake Proofing

Control
- Control methods
- Introduction to SPC (Statistical Process Control)
- Variable SPC
- Project closure

MODULE III (Black Belt Only):
- Facilitation skills
- Change management tools
- Advanced statistics
- DOE (Design of Experiments)
- GAGE Studies

Lee Campe is an experienced Six Sigma instructor with more than 15 years of industry experience. He earned his Master Black Belt when employed by General Electric.

“I've taken many courses during my career, and the Georgia Tech Six Sigma program is one of the best. Lee Campe is an excellent instructor.”

– Jason Krug, Senior Project Manager, Sun Microsystems

To register online visit: www.execinfo.org
Project Management Leadership Program

Every project is different, but the elements of a successfully managed project are always the same: *on time, on budget, and within specs*. This program will give you the strategies and tools needed to manage any project regardless of size, scope, or complexity.

### Program Dates and Fees

**Eight-Day program offered in two Four-Day modules**

- **Monday-Thursday, 8:30 AM – 4:30 PM**
- **Module I: September 25-28, 2006**
- **Module II: October 23-26, 2006**

**Fee:** $5,900 per person

The fee includes tuition, simulation licensing fee, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies that send three or more employees to the same program.

The team must register at the same time.

### Program Benefits

Attend this program and you will return to your organization with:

- A deep understanding of effective project management techniques
- New skills in analyzing costs, balancing risks, and managing teams
- Proven techniques for leading change, influencing others, and maximizing innovation

### Program Participants

Individuals who typically attend this program include:

- Project leaders, project managers, and project team members
- Managers and executives seeking the PMI certification
- Professionals wanting to expand their knowledge of project management

“An excellent course! The instructors were very knowledgeable, relevant and have the credentials to match. The new classroom facilities were great!”

–Michael Schwind, Aftersales Analyst, Porsche North America

“It was a great course! A good mix of professor presentations and hands-on team exercises. Lots of peer group learning took place.”

–Vikki Millender-Morrow, Director of Program Management, BellSouth

To register by phone, call **404.894.8700** or **800.815.7662**
Program Outline

**MODULE I:** Project Planning and Control
- Fundamentals of effective planning and control
- Project management concepts and methodologies
- Defining task sequence and analyzing critical paths
- Slack, compression, and developing schedules
- Project evaluation and review techniques (PERT)

**Project Risk Management**
- Fundamentals of risk analysis and management
- Practical approaches to analyze risk
- Typical reasons behind project failures
- Methods of dealing with uncertainty in projects
- Estimating project uncertainty and cost trade-offs

**Project Cost and HR Management**
- Basic cost behaviors and cost management tools
- Estimating costs in the budgeting process
- Techniques for controlling costs
- Activity-based costing and budgeting
- Identifying and improving work cultures

**Building High-Performance Project Teams**
- Technical and interpersonal factors that can facilitate or hinder team performance
- Management of team interaction processes
- Organizational mechanisms that serve to support and encourage teamwork
- Proven techniques for motivating team members
- Best practices in bargaining, negotiation, and dispute resolution techniques

**MODULE II:** Managing Change and Overcoming Resistance
- Effective management of the change process
- Identifying and effectively using change agents and change sponsors
- Understanding the business drivers that underlie the need for change
- Creating a plan to build support for change agents and change teams
- Strategies for influencing others, especially non-direct reports

**Computer-Based Project Management Simulator**
Program participants will manage a complex project covering thirty simulated weeks to gain months of project management experience. This dynamic simulation brings to life the issues and tradeoffs involved in managing a complex project.

- Develop an integrated project plan
- Manage project resources and deal with negative events
- Effectively use information for resource planning
- Identify, analyze, and prioritize controllable alternatives to overruns
- Develop communication, team building, and influencing skills

To register online visit: [www.execinfo.org](http://www.execinfo.org)
Executive Program in Global Business

The College of Management, capitalizing on Georgia Tech’s unique blend of technology and business strengths, is proud to offer a new Executive Program in Global Business. This program has been specifically designed to help high-potential managers increase their global business acumen and develop practical tools that prepare them to successfully lead innovation and growth in the international business community. Upon completion of the eight-day program, participants will receive a Georgia Tech Certificate in Global Business Management.

Program Dates and Fees

Eight-Day program is offered in two Four-Day modules
Monday-Thursday, 8:30 AM – 4:30 PM
Module I: November 13-16, 2006
Module II: December 11-14, 2006
Fee: $7,500 per person
The fee includes tuition, books, instructional materials, lunch, snacks, and parking. Pricing discounts are available to companies sending three or more employees to the same program. To receive this discount, team members must register at the same time.

The program topics include:

- **Business Leadership in a Global Environment**: Today’s business leaders must expand their understanding of international and inter-regional relations. This session focuses on the transformation of local economies, its impact on environmental issues, and best practices for interpreting the political landscape between the home corporation and the host countries.

- **Cross-Cultural Communication**: Interactions with people from different cultural backgrounds are an increasingly important part of task performance. Through a combination of video examples, mini-cases, and class discussion, participants will identify key challenges in cross-cultural communication and will develop strategies for handling them.

- **IT and the Global Business Transformation**: The vast majority of successful international organizations are technology and innovation-centric. This session will help you better understand the technology trends and innovations that will have a major impact on business results in the future.
Creating Leaders for Global Business Innovation

- **Global Business Ethics**: The AMA/HRI Business Ethics Survey 2005 indicates globalization will be the number one driver of business ethics by 2015. This session provides in-depth discussions focused on understanding ethical issues of the future, including cross-border negotiations and the internationalization of Sarbanes-Oxley.

- **Global Supply Chain Management and Outsourcing**: In the global economy, classical logistics issues of facility locations, sourcing, and distribution are significantly impacted by economic and political factors. This session provides an in-depth overview of global supply chain best practices and the key factors impacting outsourcing decisions and strategies.

- **Borderless Entrepreneurship and International Affairs**: Competing globally will require executives who not only effectively lead international organizations but can also guide innovation and change processes amid the technological sophistication and complexity of today’s business environment. This session focuses on proven techniques for identifying disruptive technologies and how entrepreneurial thinking can lead to innovative change strategies.

- **International Finance and Global Financial Flows**: Tomorrow’s senior executives need to improve their skills in analyzing global market and policy issues. This session will help you better understand macroeconomics and the basics of international finance including monetary policy, exchange rates, global financial markets, corporate finance, and transition economics.

- **Global Marketing and Customer Relations**: This session offers the latest thinking on global strategic market planning and cross-cultural decision-making and behavior. The session centers on the development of a framework for creating a global marketing strategy focused on the most common challenges and opportunities that firms encounter worldwide. Participants will discover the best practices in global direct marketing and the importance of strategic alliances.

To register online visit: [www.execinfo.org](http://www.execinfo.org)
The Executive Master of Science in the Management of Technology (EMSMOT) program combines traditional MBA topics with themes such as innovation, change management, and entrepreneurial leadership. The program is designed for professionals ready to move into upper management and ready to enhance their skills without disrupting their careers.

A Format Designed for Busy Professionals
A new class begins every spring and runs 19 months. Classes meet every other weekend, all day Friday and Saturday. The program also includes two one-week residencies in Atlanta, and concludes with a 10-day international study tour in France and Germany, where emphasis is placed on the numerous facets of global strategic management. Through a mix of lectures, guest speakers, company visits, and cultural excursions, you will learn about the economic, political, and cultural aspects of selected countries.

For full program details, visit www.execmot.org

“The Georgia Tech EMSMOT program was the perfect fit for my current position and for my career goals. I liked being in class with other working professionals. It provided a great opportunity to network and discuss different strategies that they had applied in their businesses.”

–Bill Moultrie, EMSMOT Alumnus
GlobalTeam Executive MBA

Get Ready for the World of Business

Georgia Tech’s new Global Executive MBA is an executive degree offered through a collaborative effort, known as the “GlobalTeam EMBA,” between the College of Management at Georgia Tech in Atlanta, the ICN école de management in Nancy, France, and the Instituto Tecnológico de Buenos Aires (ITBA) in Argentina. This program is designed as an international learning experience and includes four residencies – two at Georgia Tech and one each in Asia and South America – during the 17-month program. Each university is highly regarded within its region for its expertise in technology management and leading innovation.

International Residencies and Local Instruction

The program requires three two-week residencies and a final one-week residency at Georgia Tech. During the residencies, executives attend classes, visit companies, participate in cultural events, and work on building an international perspective. In between each residency, students spend a semester meeting on alternate weekends on campus. Participants will simultaneously work on the same material to discuss and compare their views of specific topics during the residencies.

Global Teams and Cultural Perspectives

The structured classes and cultural activities are only a part of the Global Executive MBA experience. You will learn as much from your teammates, who bring their diverse professional and educational experiences and cultural perspectives to the program. Through residencies and the intense global focus of the program, your educational experience will become a microcosm of issues you can expect to face in global business situations.

For full program details, visit www.globalteamemba.com/GeorgiTech
Custom Programs, Skills Assessments, and Coaching Services

The Georgia Tech College of Management specializes in developing customized training programs that help managers increase business acumen and improve the management skills that lead to sustainable innovation and profitable growth. We work closely with clients to design programs that offer immediate impact.

The Customization Process

**Phase One:** Diagnose Critical Issues and Define Applied Projects

A team of Georgia Tech professors meet with senior executives and HR leaders to identify key business issues that will be the focus of the training and the applied projects. The professors review relevant HR data to ensure the training addresses high-priority competencies.

**Phase Two:** Training Sessions held at Georgia Tech

The training will address core competencies important to senior management and will be tailored to the business issues identified in phase one. Georgia Tech offers state-of-the-art classrooms with every available teaching and learning technology. Teaching methodologies include structured presentations, team assignments, computer simulations, and guest speakers.

**Phase Three:** Team Presentations to Senior Management

The program participants use their new knowledge and skills to develop recommended solutions to the company’s critical business issues. The professors and participants synthesize the program learnings into team recommendations that will be presented to the company’s senior executives.

For More Information: If you are interested in receiving a Georgia Tech custom proposal, contact Dan Stotz, Director of Executive Programs, at 404.894.1887 or 1.800.815.7662.

A partial list of companies who sent managers to Georgia Tech executive education programs in 2006

Aflac • AGL Resources • AirTran • BellSouth • Boys and Girls Clubs of America • Cartoon Network • CheckFree • Cisco Systems • Coca-Cola Enterprises • Cox Communications EarthLink • EMS Technologies • F.B.I. • Georgia Power • GE Energy • Hewlett-Packard • King & Spalding • The Home Depot • L3 Communications • Mayo Clinic • Printpack Russell Corporation • Siemens • Southern Company • SunTrust • Unilever Foods • US Army • Verizon Wireless • Waffle House Corporation • Weyerhaeuser

To register by phone call 404.894.8700 or 800.815.7662
Customer Service Information

Registration Process
- To register by phone, call 404.894.8700 or 800.815.7662
- To register online, visit www.execinfo.org
- To register by fax, download a registration form and fax it to 404.894.5603

For information on custom programs, contact Dan Stotz at 404.894.1887

Registration Fees and Policies
Refer to individual program descriptions in this catalog for fee information. Program fees are due in full upon acceptance or confirmation into the selected programs. Reduced fees are available to companies sending a team.

To cancel your registration and receive a full refund, you must call The Georgia Tech College of Management at 404.894.8700 (or 800.815.7662) at least seven business days prior to the course start date. A cancellation received fewer than seven days will be refunded the registration amount, less a $150 administration fee. If you do not cancel your registration and do not attend the course, you are responsible for the full fee.

One transfer is allowed per registration. A transfer fee of $150 will be charged to cover administrative costs. Qualified substitutes can be accommodated with advance written notice. Georgia Tech College of Management reserves the right to cancel any programs because of low enrollments. Cancellation decisions will be made at least seven days prior to the program start date. Visit www.execinfo.org and review the full description of program policies before registering.

After-Class Activities
Atlanta offers program participants an exceptionally rich variety of cultural activities such as concerts, theaters, movie houses, comedy clubs, sports events, lectures, and museums. Georgia Tech program staff is always available to offer suggestions for recreational or cultural activities or to make recommendations for dining, shopping, nightspots, and other entertainment options.

The Georgia Tech Hotel is located in Midtown Atlanta across the street from the Huang Executive Education Center. For reservations, call 404.347.9440 (or 800.706.2899).