



Mini MBA Seminar Workshops

Developing Business Acumen to foster Achievement and Career Growth

This program offers a menu of partial-day seminars on functional area topics including team leadership, finance, accounting, marketing, cyber security, economics, project management, data management and database systems. These topics are designed to increase business acumen for both emerging and experienced leaders who want to enhance their professional development. A selection of workshops are listed below.

Behavioral Workshops

For mid-level managers and emerging leaders

Business Communication

- Team Leadership
- Effective Interpersonal Business Communication
- Project Management
- Negotiation Techniques; Conflict Resolution

Sales & Marketing

- Adaptive Communication for Sales & Beyond
- Business Networking
- Marketing Strategy
- Emerging Media in the Digital Age

Strategy & Innovation

- Formulating Business Strategy
- Innovating for Competitive Advantage

Technical Workshops

For non-technical managers and business executives

Finance & Economics

- Managerial Accounting
- Principles of Finance
- Finance & Accounting for Business Leadership
- Economic Trends & Impacts

Data & Technology

- Disruptive Technologies
- Decision Making with Data Analytics
- Information Technology Alignment
- Cyber Security for Business Leaders
- Predictive Analysis & Forecasting

Operations

- Operations & Supply Chain Management
- Mergers & Acquisitions

DETAILS

SCHEDULE

Schedules are flexible and will be determined by the client organization. This includes pacing and timing of sessions.

PRICING

Price per group workshop ranges from \$2,500 to \$6,000 depending on the number and length of session. Volume pricing is available for multiple session packages.

LOCATION

Sessions can be held either onsite at the client organization's training/conference facility or at Loyola's Graduate Centers in Timonium or Columbia, MD:

Timonium Graduate Center
2034 Greenspring Drive
Timonium, MD 21093

Columbia Graduate Center
8890 McGaw Road
Columbia, MD 21045

CONTACT

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410-617-2303 or execed@loyola.edu

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Director of Executive Education:
410-617-1616 or wsmoores@loyola.edu



Select Instructor Bios

Gerard Athaide (Innovation for Competitive Advantage)

Gerard is professor of the Department of Marketing in the Sellinger School of Business and Management at Loyola University Maryland. He received his Ph.D. and MBA from Syracuse University. His teaching, consulting, and research interests focus on innovation management and new product development. Gerard has taught courses on Innovation Management and New Product development in the undergraduate, graduate, and Executive MBA programs at Loyola University. He has also conducted workshops and seminars on these topics for senior executives in Chile, India, New Zealand, and the U.S. He has published several articles on innovation with a focus on the commercialization of technology-based innovations and the determinants of effective brand names for new products. In 2012, he was rated as one of the world's top 25 innovation management scholars by The Journal of Product Innovation Management.

John Burger (Economic Trends & Impacts)

John D. Burger is professor of economics in the Sellinger School of Business at Loyola University Maryland. He has published research in a number of areas including international finance, monetary policy, and sports economics. Professor Burger has served as a consultant to the Asian Development Bank, World Bank and the Inter-American Development Bank. Over the course of his career, Professor Burger has been invited to present his research at the Federal Reserve Board, International Monetary Fund, World Bank, Peterson Institute of International Economics, Banco de España, Central Bank of Peru, and the Federal Reserve Bank of San Francisco. Professor Burger received a B.S. from Wake Forest University and Ph.D. from the University of North Carolina at Chapel Hill.

Michael Herring (Cyber Security for Business Leaders)

Michael Herring is the principal government lead and senior Subject Matter Expert for the Integrated Adaptive Cyber Defense Initiative (IACDI), a next generation cyber security initiative jointly sponsored by the National Security Agency (NSA) and the Department of Homeland Security (DHS). Michael is also a Lean Six Sigma Black Belt and an affiliate assistant professor in the Information Systems and Operations Management Department at Loyola University Maryland. He currently teaches multiple technically focused courses in the MBA curriculum, including Cyber security Fundamentals, Cyber Risk Analysis and Strategic Planning, and Information Technology Strategy. Michael holds a B.S. in electrical engineering from Mississippi State University, and an MBA from the Loyola University Maryland Sellinger School of Business and Management.

Douglas Holly (Project Management & Practical Application)

Doug has worked on a wide variety of projects from product development of high technology computers, avionics and telecommunications systems, as well as mergers and acquisitions, company reorganizations and deployment of IT projects. The lessons uncovered from these and many smaller projects have been synthesized into his project management training program. He has worked as a project manager and executive at IBM, JDSU (now Viavi) and now has his own consultancy, Eagle Management Group. He currently coaches start-ups to mid-size companies on improving operational performance. Doug also is a creator and instructor of classes on Innovation and M&A in Loyola University's MBA program.

Mark Hubbard (Formulating Business Strategy)

Mark Hubbard has been teaching graduate level courses in Business Strategy, Marketing, and International Business at Loyola University Maryland since 1997. He earned his MBA from Loyola University Maryland and also holds a J.D. from University of Maryland Carey School of Law. He retired from a 33 year career in public safety working at the local, state, and federal government levels. He now performs contract work in strategic management for several agencies and is an attorney Of Counsel with a Towson, MD law firm. Mark has designed and implemented strategic plans for public and private organizations and works with the business community in contingency and continuity of business operations plans. He served as the Chair of the Governor's Emergency Management Advisory Council.

Paul Tallon (Information Technology Alignment, Data Analytics)

Paul Tallon is Professor of Information Systems at the Sellinger School of Business, Loyola University Maryland. Prof. Tallon qualified as a Chartered Accountant with PWC in 1993 and is currently a Fellow of the Institute of Chartered Accountants in Ireland. He studies a variety of topics at the intersection of IT and accounting, notably methods of computing the financial return on IT investments and methods of assessing the value of information.

Marie Yeh (Effective Interpersonal Business Communication; Adaptive Communication for Sales and Beyond; Business Networking)

Marie A. Yeh joined Loyola's Marketing Department faculty in 2013. Prior to earning her doctorate from Kent State University, Marie had a successful career in nonprofit management and public health serving most recently as the Executive Director of the Coalition for Children's Mental Health. She holds a Masters in Counseling from Old Dominion University and a Bachelor of Science in Health Education from the University of Maryland, College Park. Marie is an accomplished trainer and educator with over fifteen years of experience in multiple settings. She has helped hundreds of students hone their business communication and sales skills. She specializes in training services marketing and management at the MBA level. Her research interests include consumer socialization, persuasion and marketing's intersection with health and public policy.

Jason Q. Zhang (Marketing Strategy)

Jason Q. Zhang is the Chair of Marketing Department at the Sellinger School of Business, Loyola University Maryland. He holds a doctoral degree in business administration (concentrated in marketing) and master's and bachelor's degrees in statistics and finance. His research focuses on marketing strategies and analytics in various business contexts, including social media, branding, ROI of marketing, and corporate social responsibility. His work has appeared in premier academic journals and received recognition from leading research institutions, such as Marketing Science Institute, the Wharton School at the University of Pennsylvania, and the Lattanze Center of Information Management Systems.

