



Business Management Series

Innovation, Entrepreneurship, and the Competitive Edge

The Business Management Series is a continuing education program designed for business owners, entrepreneurs, and professionals who want access to the core skills of successful entrepreneurs, taught by highly qualified MBA faculty.

Containing graduate-level content, these sessions are designed and offered in partnership with the School of Business at Mount St. Mary's University, FITCI, and Frederick Community College. All courses are taught by faculty who teach in the Mount St. Mary's and University of Maryland MBA programs. Faculty will cover the business concepts needed to start and to manage a successful business enterprise.

About The Business Management Series:

The series is comprised of 13 three-hour late afternoon (2 pm-5 pm) sessions. Faculty will use informal, user-friendly teaching methods to allow participants to apply tools and concepts directly to their business.

Participants can choose the entire series, a "module" (subset of two or three related courses) or individual courses. All courses will be held in the FCC Conference Center.

Course Pricing

Individual Course:

\$195/each

Modules:

Students can take advantage of a multi-course discount by registering for a "Module." Modules are two or three courses with related content offered consecutively. \$330/per module

Series Discount:

Students who register and complete the entire course series will receive 15% off the entire series. \$2,155/series

Courses Offered

Module: Market Strategy and Execution

- 9/15 Strategic Marketing: Leveraging Tools for Success** • *Professor Maubert*
In today's business environment, the importance of effective marketing cannot be overestimated. This hands-on seminar will help you begin building a three-part strategic marketing plan: Situational Analysis, Market Analysis, and Strategic Goals/Tactical Plans.
- 9/29 Your Value Proposition and Competitive Strategy** • *Professor Butt*
This session introduces the concept of the value proposition and instills the importance of defining how the business creates value for customers. Effective execution of the firm's competitive strategy will build a sustainable competitive advantage through excellence and customer loyalty.

Module: Financial Management

- 10/13 Financial Management and Decision-making** • *Professor Butt*
Making the correct business decisions requires understanding the financial implications of your choices. This session examines financial issues pertaining to product and service costing, pricing practices, and profitability analysis.
- 10/27 Understanding Financial Statements** • *Professor Nickey*
Business owners and managers must attain a level of comfort for the understanding of financial statements in order to make effective decisions. This session will provide the entrepreneur and senior manager with the proper tools to truly understand an entity's financial condition.
- 11/10 Personal Finance for Entrepreneurs** • *Professor Young*
This course is designed to help entrepreneurs understand the need for financial planning in the setup and running of their business. It will address the many financial planning needs that should be considered and addressed in running their company. It will also address exit strategies from the business for the owner.

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Module: Business and Law

12/8 Legal Issues and the Entrepreneur • Dr. Speciale

This session is designed for anyone seeking to start their own business. The issues addressed include entity selection, taxation, contract matters, liability and risk management, employer-employee matters, and plant, property, and equipment decisions.

12/15 Entrepreneurship and Intellectual Property • Professor Campbell

This course will examine how business managers can build value in their companies through the four major areas of intellectual property law: patent, trade secret, trademark and copyright law. In addition, the program will explore recent developments in intellectual property law, including the potential impact of recent important court decisions.

Module: Essential Management

1/5 Managing Product and Service Quality • Dr. Brocato

This course presents a quality framework for implementing performance excellence in all management functional areas. Participants are introduced to “The Seven Basic Quality Tools” for managing product and service quality and delivering customer satisfaction.

1/19 Managing Projects • Dr. Eichorn

This course will provide managers and entrepreneurs with a framework for effectively managing projects. Participants will cover how to successfully plan, manage and deliver projects using a life-cycle framework that follows best practices established by the Project Management Institute, the world's leading authority on the project management profession.

Module: Information Technology

2/2 Start-up Software Toolkit • TBA

Participants will learn how to select and use basic software packages needed for a start-up business, including customer relationship management software (e.g. Sage's ACT!), Constant Contact), Microsoft Outlook, general ledger software (e.g. Intuit's QuickBooks), desktop publishing software (e.g. Microsoft Publisher) and Microsoft Office.

2/16 Making IT and Software Decisions • TBA

This session focuses on hardware and networking required for a small business. Topics covered include basic information technology infrastructure, architecture and operations, technology standards, and trends in the fast changing field of information technology.

Module: Human Resources

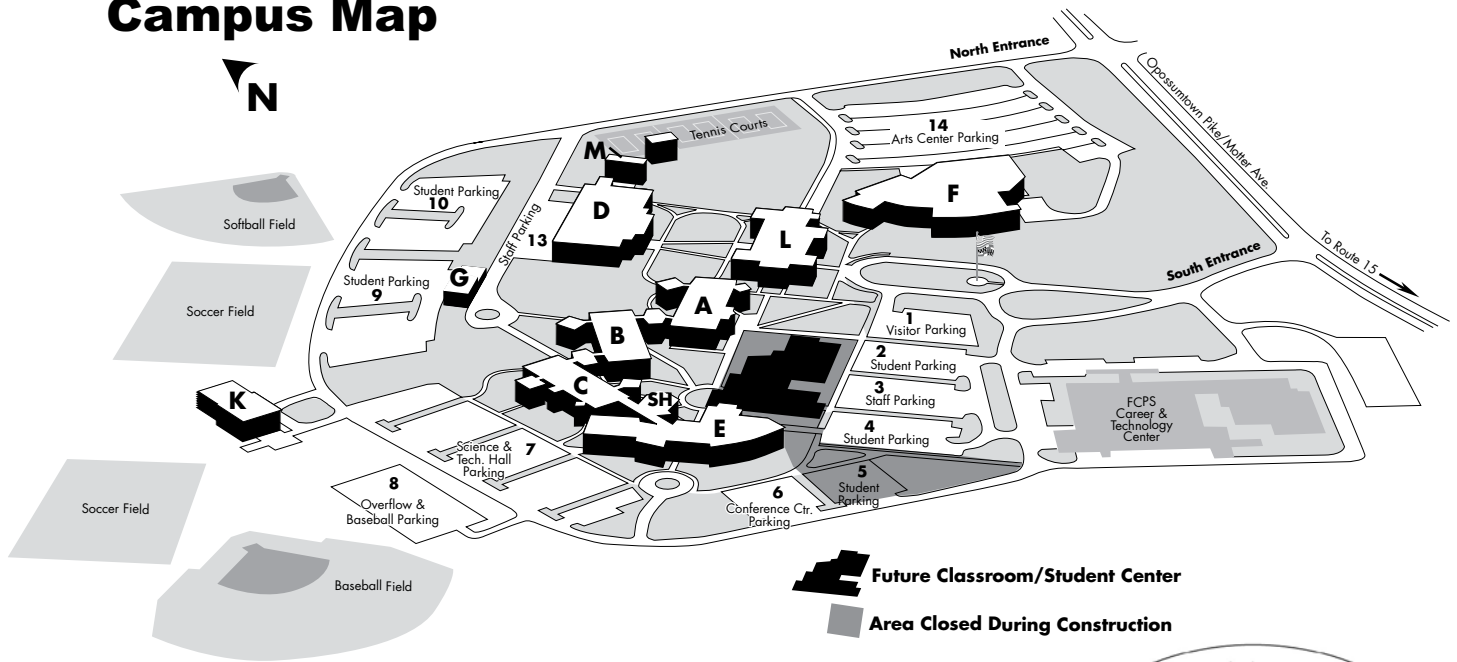
3/2 Personnel and Human Resources • Professor Francis

The study of Human Resources deals with the essential systems and functions that make up employment operations. This course is intended to provide a brief overview of critical employment processes with an emphasis on legal compliance and risk management.

3/16 Organizational Design and Change • Professor Teehan

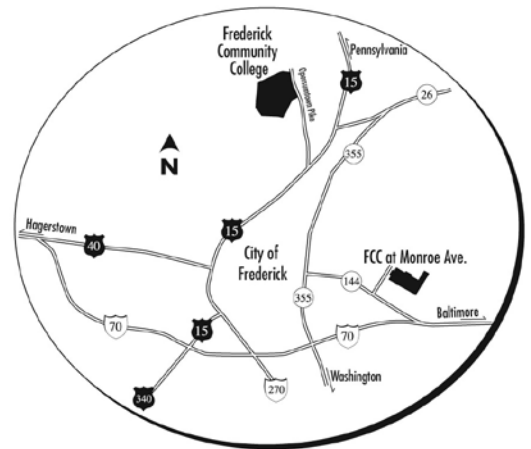
This session provides participants with an understanding of the complexities of managing change in a dynamic organization. This course will cover the essential elements, enablers and derailers of organizational change efforts. Understanding the leader's role will be emphasized.

Campus Map



How to Register:

The Business Management Series is designed to offer you flexibility while at the same time delivering relevant information for today's managers and entrepreneurs. Register for the entire series and save or select from the modules and/or courses that are the most relevant to your needs. Using the registration form on the back of this page, indicate the course number, 4-digit number and section number for your selections. Your completed registration form and payment information or check can be mailed, faxed or hand-delivered to FCC (see registration form for details). No refunds granted for registration into a module after it has begun. For more about FCC refund policy please go to www.frederick.edu.



To Register for the Entire Business Management Series, Use:

Course Number: BMS 901, 4-Digit #: 6038, Section #: 1 (Cost: \$2,155)

To Register for One or More Modules, Use:

Market Strategy & Execution (2 courses)

Course Number: BMS 301, 4-Digit #: 6004, Section #: 1 (Cost: \$330)

Financial Management (3 courses)

Course #: BMS 303, 4-Digit #: 6012, Section #: 1 (Cost: \$330)

Business & Law (2 courses)

Course #: BMS 306, 4-Digit #: 6018, Section #: 1 (Cost: \$330)

Essential Management (2 courses)

Course #: BMS 308, 4-Digit #: 6024, Section #: 1 (Cost: \$330)

Information Technology (2 courses)

Course: BMS 310, 4-Digit #: 6030, Section #: 1 (Cost: \$330)

Human Resources (2 courses)

Course #: BMS 312, 4-Digit #: 6036, Section #: 1 (Cost: \$330)

To Register for One or More Individual Courses, Use:

Strategic Marketing: Leveraging Tools for Success

Course #: BMS 101, 4-Digit #: 6000, Section #: 1 (Cost \$195)

Your Value Proposition and Competitive Strategy

Course #: BMS 102, 4-Digit #: 6002, Section #: 1 (Cost \$195)

Financial Management and Decision-making

Course #: BMS 103, 4-Digit #: 6006, Section #: 1 (Cost \$195)

Understanding Financial Statements

Course #: BMS 104, 4-Digit #: 6008, Section #: 1 (Cost \$195)

Personal Finance for Entrepreneurs

Course #: BMS 105, 4-Digit #: 6010, Section #: 1 (Cost \$195)

Legal Issues and the Entrepreneur

Course #: BMS 106, 4-Digit #: 6014, Section #: 1 (Cost \$195)

Entrepreneurship and Intellectual Property

Course #: BMS 107, 4-Digit #: 6016, Section #: 1 (Cost \$195)

Managing Product and Service Quality

Course #: BMS 108, 4-Digit #: 6020, Section #: 1 (Cost \$195)

Managing Projects

Course #: BMS 109, 4-Digit #: 6022, Section #: 1 (Cost \$195)

Start-Up Software Toolkit

Course #: BMS 110, 4-Digit #: 6026, Section #: 1 (Cost \$195)

Making IT and Software Decisions

Course #: BMS 111, 4-Digit #: 6028, Section #: 1 (Cost \$195)

Personnel and Human Resources

Course #: BMS 112, 4-Digit #: 6032, Section #: 1 (Cost \$195)

Organizational Design and Change

Course #: BMS 113, 4-Digit #: 6034, Section #: 1 (Cost \$195)

By Mail . . .
Send Form & Payment to:
 Attn: Finance
 Frederick Community College
 7932 Opossumtown Pike
 Frederick, MD 21702

In Person . . .
Bring the Registration Form & Payment to:
 The Welcome & Registration Center located on the first floor of the "A" building

By Fax . . .
Fax your registration form & Credit Card Information to:
 301.624.2799

Online . . .
www.frederick.edu
 Request an Online Account by mail
 Go to Enroll & Register > Steps to Enroll > CE Online Account Form
 (Social Security Number required)

Disability/Interpreting Services: 301.846.2408

PERSONAL INFORMATION (please print clearly)

Name: _____ (_____) _____ MI
First Last (Maiden if applicable)

Mailing Address: _____
Street Address Apt # City State County Zip Code

Student ID Number: _____

Birthdate (REQUIRED to process) _____ SSN (optional) _____
____/____/____ - - - - -

Home Phone: _____ Work Phone: _____ Cell Phone: _____
(____)____-____ (____)____-____ (____)____-____

Email Address: _____

DL# (For Motorcycle Safety Classes only): _____ State Issued: _____

Male Female

Ethnic Group: (circle one)
 Hispanic Native American
 Asian African American
 Caucasian N/A

REGISTRATION INFORMATION (please print clearly)

Course	Sect. #	4-digit #	Title	Date	Time	Cost

PAYMENT INFORMATION (required for mail-in/fax-in only)

Check # _____ Purchase Order # _____

Credit Card # _____

V-Code _____ Exp. Date ____/____/____ (Circle One) Visa MC Discover

Cardholder's Name (please print): _____

Address (if different from above): _____

Cardholder's Signature: _____

I hereby authorize the charge(s) listed above to my account

I certify that the information provided on this form is correct

Student signature

(REQUIRED for processing)

Date

Registration	Date
Finance	Date