



# San Francisco

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	<b>THE ONE-DAY MBA: TOOLS FOR MAKING BETTER DECISIONS</b>		
FACULTY	DR. ANTHONY CATANACH, JR.		
LOCATION	Hotel Nikko San Francisco 222 Mason Street, San Francisco, CA 94102 (415) 394-1111	DATE	Wednesday, July 28, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

## TIME TOPICS

<b>30%</b>	<b>Business Processes and Financial Results</b> <i>Objective:</i> Illustrate why strategy is so critical to organizational performance how business processes and managers' decisions drive financial results.
<b>25%</b>	<b>Assessing and Managing Business Risk</b> <i>Objective:</i> Demonstrate how to assess and manage the major risks facing business operations.
<b>25%</b>	<b>Balancing Financial and Non-Financial Measures</b> <i>Objective:</i> Learn how to best balance financial and nonfinancial measures when evaluating business results.
<b>20%</b>	<b>Managing Innovation and Delivering World Class Performance</b> <i>Objective:</i> Discuss how managers can meet today's innovation challenges and deliver world class performance.

## SEMINAR DESCRIPTION

New and seasoned managers alike need a broad perspective to effectively deal with the complex challenges they face daily. To develop and promote this skill, this one-day seminar presents many of the tools and techniques found in quality MBA programs today. Specifically, participants will examine how basic business processes drive financial results, learn how effective risk management can improve business planning and decision making, and explore how financial and non-financial measures to best be used to evaluate operating results. Frontline managers also will learn what e-business really means for their own unique operating environment.

## FOR RESERVATIONS

**Ginny Von der Schmidt**  
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## FACULTY



**DR. ANTHONY CATANACH JR.** is a professor in the School of Business at Villanova University, an adjunct professor in the Villanova University School of Law, and a visiting professor at INSEAD in France. His teaching and research interests relate primarily to business risk management, financial statement analysis, and earnings management issues. He obtained his undergraduate and masters degrees from the University of New Mexico and his Ph.D. from Arizona State University. Dr. Catanach has been a Certified Public Accountant licensed to practice in the State of New Mexico since 1980 and a Certified Management Accountant since 1991. His professional experience includes five years as an audit manager with KPMG and six years in the banking industry. While in public accounting, he provided auditing, tax, and consulting services to the financial services industry. Upon moving to the banking industry, Dr. Catanach worked as a funds management officer, chief financial officer, and chief operating officer for several large bank holding companies. He has delivered executive programs for numerous professional, private, and public organizations both in the United States and Europe, and currently serves as a national instructor for several global professional services firms. Dr. Catanach is a Pew Scholar and Carnegie Fellow at the Carnegie Foundation for the Advancement of Teaching. He also has received numerous awards for his publication, teaching, and curriculum innovation efforts. Dr. Catanach has authored over fifty journal articles on a variety of accounting, finance, and management issues, as well as several business education texts, and is currently co-editor of *Advances in Accounting Education*.

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	2	2	3	2	3	3	2	3	3
2	1	1	2	2	1	2	1	2	2	2	2	1
1	1	1	1	1	2	1	1	1	1	2	1	1
2	2	1	2	2	2	1	1	1	1	1	2	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales

### APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## FOCUS

PRIMARY

### PLANNING/ORGANIZING:

Problem Identification, Selecting and Organizing Information, Analysis, Evaluating Alternative Solutions, Developing Specific Plans, Determining Required Resources

SECONDARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Coordination, Guidance, Discipline, Results Analysis, Evaluation

TERTIARY

### LEADERSHIP DEVELOPMENT:

Communication, Decisiveness, Judgment, Performance Standards

## LEVEL

Introductory  Intermediate  Advanced