



IMS

Washington D. C.

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

SUBJECT	THE ONE-DAY MBA: TOOLS FOR MAKING BETTER DECISIONS		
FACULTY	DR. NOAH BARSKY		
LOCATION	Greenbelt Marriott 6400 Ivy Lane, Greenbelt, MD 20770 (301) 441-3700 (Exit 23 off 495)	DATE	Monday, September 13, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

30%	Business Processes and Financial Results <i>Objective:</i> Illustrate why strategy is so critical to organizational performance how business processes and managers' decisions drive financial results.
25%	Assessing and Managing Business Risk <i>Objective:</i> Demonstrate how to assess and manage the major risks facing business operations.
25%	Balancing Financial and Non-Financial Measures <i>Objective:</i> Learn how to best balance financial and nonfinancial measures when evaluating business results.
20%	Managing Innovation and Delivering World Class Performance <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 are best used to evaluate operating results. Frontline managers also will learn what e-business really means for their own unique operating environment.

FOR RESERVATIONS

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FACULTY



DR. NOAH BARSKY is a faculty member in the College of Commerce & Finance at Villanova University. Dr. Barsky earned his B.S. and M.S. at Penn State University and a Ph.D. at the University of Connecticut. He is a Certified Public Accountant and a Certified Management Accountant. Dr. Barsky's research and teaching focus on how companies use leading technologies to develop integrated performance measurement and business planning systems to help achieve strategic objectives. Dr. Barsky regularly makes presentations at national meetings of academic and professional associations. He has authored four books, including *The Manager's Guide to Financial Statement Analysis* (John Wiley, 2001), *Determinants of Budgetary Influence and Involvement* (Garland Press, 1999) and *Financial Accounting* (Thomson Learning, 2000). He has also published articles in various academic and professional journals, including *The Accounting, Auditing, and Accountability Journal*, *Bank Accounting & Finance*, *Corporate Finance Review*, *The Financial Post*, *Journal of Corporate Accounting & Finance*, *Journal of Law & Commerce*, *Managerial Finance*, *Innovations in Business Education*, *Strategic Finance*, and the *Pennsylvania CPA Journal*. In 2003, Dr. Barsky was awarded Villanova's University-wide Teacher of the Year Award.

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