

PEPPERDINE UNIVERSITY

**THE GEORGE L. GRAZIADO
SCHOOL OF BUSINESS AND MANAGEMENT**

BUSINESS MANAGEMENT PROGRAM /LBA

6 SATURDAYS 9:00 AM TO 12:00 PM

WEST LOS ANGELES CAMPUS

SYLLABUS

Pepperdine University's Business Certificate Program

Syllabus

Class Location: West Los Angeles Campus 6100 Center Drive, Los Angeles, CA 90045

Length: 4 hours from 9:00am to 12:00 pm

Session: Once a week for 6 consecutive Saturdays, begins 4-21-07

Summary:

Pepperdine University's Business Certificate Program designed for Latin Business Association members will provide you with the information and skill; you need to be an increasingly effective business owner, executive, manager and entrepreneur. Taught by multi-disciplinary faculty, consisting of some of the finest professors of Pepperdine University.

Topics:

Although your experience and education have effectively prepared you to compete in the business world, new technology and markets are rapidly changing the way business is done.

- How well can your company respond to market change?
- How big is the potential market for your company's products/services?
- How do you remain competitive?
- How do you take advantage of new opportunities?
- How fast is the company growing and can it continue to ramp up quickly?
- How you can build strong partnership and relationship?

Curriculum:

- How to write a winning Business Plan
- Spotting Trends and opportunities
- Reading and Beating the Competition
- Gaining Market Advantage
- Technology and Information System
- Sources and Cost of Capital
- Strategic thinking and Planning
- Project Seminar

Project Assignment

You will be challenged through case studies, lectures and readings and you will have opportunities to apply you learning on a project .You will choose and work on a project that relates to your work or business.

Graduation and Certificate:

You will receive a Business Management Program Certificate from Pepperdine University, The Graziado School of Business Management.