



**NC STATE**

Executive Education

# BUSINESS ESSENTIALS

## THINK AND DO

### THE BASICS

**MODULE 1 - OCT 16-17**

**4-WEEK INTERSESSION**

**MODULE 2 - NOV 13-14**

**WHERE - HUNT  
LIBRARY**

**TUITION -  
\$3,000**

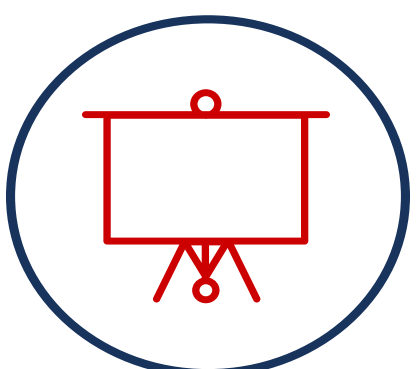
**EARLY REGISTRATION - \$2,700**

**HOW - REGISTER AT  
[GO.NCSU.EDU/BUSINESS  
ESSENTIALS](http://GO.NCSU.EDU/BUSINESS<br/>ESSENTIALS)**

### ABOUT OUR PROGRAM

NC State Executive Education's Business Essentials program develops skills that drive decision making in organizations, including strategy, customer and financial analysis, influence and consulting, leadership, and managing change. Throughout our four-day program, participants learn how organizations work through case discussions, simulations, exercises, and role-plays, and apply these skills to their own real-world project. The project is an important part of the program. Participants develop a business plan for a new product or service, improvement of an existing system or process, or other activity that will add value to their organization/business unit. During the intercession, participants will gather the necessary data to formulate a business plan. At the end of the program, participants will have created a plan that is ready for presentation to a senior leader.

### KEY TAKE AWAYS



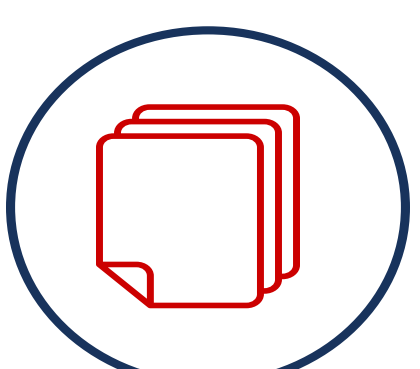
**PRESENTATION  
SKILLS**



**INNOVATION  
& PLANNING**



**FINANCE &  
OPERATIONS**



**BUSINESS  
PLANS**



**CUSTOMER  
ANALYSIS**



**LEADERSHIP  
& INFLUENCE**





## DAY ONE

### Finance & Operations

- Understand corporate finance
- Set prices, monitor cash flow, improve operations & plan
- Analyze & use financial statements
- Understand how decisions affect organizations & recognize effects

### Customer Analysis & Strategy

- Customer needs & behaviors
- Assess market opportunity

## DAY TWO

### Innovation & Business Planning

- Use Business Model Canvas to examine elements that impact projects
- Consider key partnerships, activities, resources, channels, and more

### Influence & Consulting

- Build teams
- Build collaborative relationships
- Influence with or without authority
- Instill behaviors that build credibility

## DAY THREE

### Presentations & Organizational Culture

- Present business plans for feedback
- Instill an innovation mindset in organizational culture
- Foster high levels of creativity

### Change Management

- Foster "learning by doing" environment
- Experience "year in the life" of a change team

## DAY FOUR

### Organizational Leadership & Communication

- Listen to understand, & communicate more effectively

### Transformational Leadership

- Leadership development in daily life
- Empower others
- Manage ambiguity/complexity
- Collaboration & agile team models
- How personal choices impact a team

# THE AGENDA

## WHAT TO EXPECT



# WHO SHOULD ATTEND?

- ENGINEERS AND SCIENTISTS
- SOLE PROPRIETORS
- BUSINESS PROFESSIONALS



## FACULTY PROFILE



Beth was the SVP Human Resources for Burt's Bees where she was part of the senior leadership team that led the transition when Burt's Bees was acquired by Clorox. Beth is the Executive Education Faculty Program Director working with several partners including

MetLife, SAS, Advance Auto, and First Citizens.

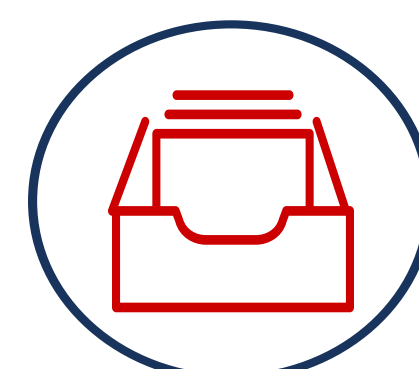
Beth is one the five esteemed NC State graduate level faculty that will deliver this program. Learn more about her and the rest of the team at <https://execed.poole.ncsu.edu/>

*Beth Ritter*

## VALUE TO YOU



HANDS-ON  
EXPERIENCE  
INSPIRES CRITICAL  
THINKING



CREATE  
COMPANY-  
SPECIFIC  
PROJECTS



LEARN FROM  
INDUSTRY  
VETERANS  
AND EXPERTS