

>> Executive Education Programs



Format:

9-Month Program,
Meets One Evening
Per Month, 6-9 PM

Academic Framework:

Mini MBA Program
Focusing on Nine
Strategic Topics

Program Developer:

Michael J. Coles
College of Business
at Kennesaw State
University

Credential:

Executive Certificate in
Business Strategy



EXECUTIVE CERTIFICATE IN BUSINESS STRATEGY: THE COLES COLLEGE **MINI MBA** PROGRAM



Tracy Rex
Global Business Operations
Verizon Enterprise Solutions



Ted Asbury
Chief Marketing Officer
Premium Franchise Brands

>> The **Coles Mini MBA** is designed for professionals who want to accelerate their careers by dramatically improving their business acumen. This nine-month program covers nine topics.

- > Strategic **Leadership**
- > Strategic **Innovation**
- > Strategic **Business Models**
- > Strategic **Human Resources**
- > Strategic **Marketing**
- > Strategic **Finance**
- > Strategic **Data Analytics**
- > Strategic **Change Management**
- > Strategic **Planning & Execution**

>> The program, offered in Sandy Springs and Downtown Marietta, meets from 6-9 PM one night a month for nine months. To the left and right are a few of the professionals just now completing the nine-month Mini MBA program.



Michael Cabe
Leadership Development
The Home Depot



Diamara DeSouza
Senior HR Partner
Mercedes-Benz, USA

>> Certificate Program in Business Strategy
The Coles College Mini MBA

MEET THE **MINI MBA** TEACHING & RESEARCH TEAM



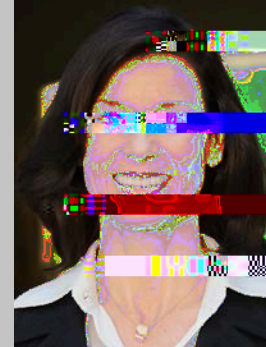
Tim Blum, Ph.D., CPI
Tim is the Associate Professor of Strategy and the Sports Dean of the College of Continuing and Professional Education. He is the Executive Director of the Strategic Planning and Execution Center in the program. Tim earned a Ph.D. in Management from Auburn University and the University of South Carolina.



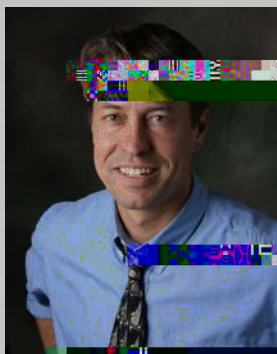
Everett Darby, MBA, CPI
Everett posts a proven 35-year track record in driving innovation and growth; and building high-performance teams. Everett is an expert in the areas of innovation execution and change leadership. He held executive leadership roles at Microsoft and the Coca-Cola Company.



Ken Harmon, Ph.D.
Ken is a Professor of Accounting in the Michael J. Coles College of Business and the former Provost and Interim President of Kennesaw State University. He is invited to be the keynote speaker at the Mini MBA graduation delivering his presentation on the "Pursuit of Happiness."



Jennifer Priestley, Ph.D.
Jennifer is an award-winning professor and researcher in the areas of data science and data analytics. She is Director of the Center for Data Science and Analytics and Associate Dean in KSU's Graduate School. Jennifer and Gene Ray deliver the program's Data Analytics session.



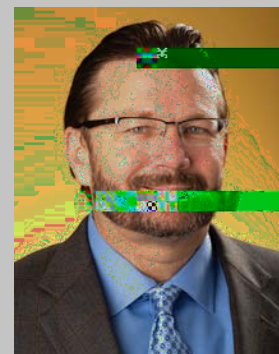
Steve Olson, Ph.D., CPI
Steve has been a pioneering leader in executive education for more than 25 years. Steve has won nine teaching awards during his career in academia. He is currently a Distinguished Lecturer in Innovation and Leadership at the University of Tennessee in Chattanooga.



Dan Stotz, M.S., CPI
Dan is Executive Director of Executive Education Programs and a Lecturer in Management. He teaches the Strategic Business Models session of the Mini MBA program. Dan has 25+ years of experience teaching leadership and business management.



Sheb True, Ph.D.
Sheb is a Professor of Marketing teaching in KSU's Executive MBA and Part-Time MBA programs. He leads the Mini MBA session on Strategic Marketing. Sheb is an accomplished researcher in international business. He earned a Ph.D. in Marketing.



Erin Wolf, MBA
Erin is a former Wall Street investment banker, strategy consultant with Bain & Company, and former Chief Strategy Officer for two large firms. A graduate of the Harvard Business School, she brings lessons learned to the Mini MBA session on Strategic Leadership.

PROGRAM DETAILS: DATES, LOCATION, COST, ETC.

Above: The nine face-to-face sessions are held at the new City Springs Complex located in the heart of Sandy Springs, Georgia, located just north of Atlanta and easily accessible from the airport.

PROGRAM COST

>> \$3,900 per person

PROGRAM DISCOUNTS

>> We offer a **10% discount** to organizations who send 2 or 3 employees and a **15% discount** when you send 4 or 5 employees. We also offer a **20% discount** to non-profits, military veterans, and KSU alumni. KSU staff and faculty should contact Exec Ed.

PROGRAM CREDENTIAL

>> Upon completing the program you will earn an **Executive Certificate in Business Strategy**, a paper certificate and also a digital certificate you can display on your LinkedIn profile.

>> A leader in innovative teaching and learning, Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to its nearly 36,000 students. With 13 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in Georgia. [Call today to learn more!](#)