

Certificate in Business Leadership for IT Executives

Today's Technology Leaders – Tomorrow's Business Leaders

UCI Paul Merage
School of Business

Leadership for a Digitally Driven World™



Technology is driving competitive advantage in today's business landscape and IT leaders must also become savvy business leaders if they are to be successful... is your team prepared? Learn, grow, and network with academic and industry experts as well as with your peers in this two-and-a-half day program.

PROGRAM CONTENT DELIVERED IN FIVE MODULES:

- Digital Transformation: A Business Imperative
- Business Strategy
- Innovation
- Think Like a CFO
- Power, Influence and Communication

WHO SHOULD ATTEND:

- IT executives who want to enhance their business and management skillsets
- IT team members who don't want to be left behind
- IT leaders who want to advance their careers

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**Center for Digital
Transformation**



TRACE3

"Companies are undergoing extensive digital transformations and technology has become the foundation for new business models, with implications for business, employment, privacy, and more. In the midst of that shift, digital business skills are of paramount importance. Recent moves underscore the notion that today's leading technology chiefs have a shot at being tomorrow's chief executives." (The Wall Street Journal, June 2017)

PROGRAM DATES:

Wednesday, October 10, 2018
Half-day of Instruction, Module 1,
Orientation, and Welcome Dinner

Thursday, October 11, 2018
Full-day of Instruction, Modules 2 & 3,
and Networking Dinner

Friday, October 12, 2018
Full-day of Instruction, Modules 4 & 5,
and Networking Reception

LOCATION:

UCI Paul Merage
School of Business

COST: \$3,995.00
(inquire about group pricing)

Save \$500 with Early Bird Registration
Enter Discount Code **ITLEAD**
Ends September 30, 2018

To register or request information,
visit merage.uci.edu/ITLeadership or
contact the Office of Executive Education at
ExecEd@merage.uci.edu or 949.824.6610.