Successful companies recognize that it is essential to enhance the performance of their high-potential, technical employees by offering knowledge and training in how companies operate, ultimately yielding broadened business perspectives, enriched cross-functional interactions, and better overall business decisions. This prestigious certificate program, offered by the Office of Executive Education at The Paul Merage School of Business, is specifically designed to provide this necessary business education for emerging leaders in all technical fields.

Participant profile:
- Designed for technical professionals
- 3 to 5 years work experience
- High potential individuals across functions
- Past participant titles include individual contributor, team lead, manager, director

Program objectives:
Enable students to make an immediate impact on their organization by enhancing their knowledge of its non-technical dimensions and helping them to:
- View business as an integrated system and understand how their actions impact the whole
- Enrich their ability to operate cross-functionally
- Understand the authority, context, processes, and techniques by which companies set strategy, manage operations, evaluate performance, and make decisions
- Broaden business skills and perspectives and acquire new tools to complement a technical background
- Learn best practices from distinguished faculty, experienced industry professionals, and peers

Register today!
merage.uci.edu/CMTP

For more information, contact the Office of Executive Education at ExecEd@merage.uci.edu or 949.824.6610.
Program philosophy:
The ancient parable of the blind men who are each aware of only one portion of the elephant originated on the Indian subcontinent and is known worldwide today.
The parable serves as a metaphor for the opportunity that CMTP students have to expand their perspectives and think strategically. Students who “remove their blindfolds” by increasing their understanding will be more effective and powerful participants in the growth of a healthy and successful enterprise.

Program structure:
- World-class Merage School faculty pair with highly experienced executive practitioners from global enterprises
- Program-specific Educational Container website enhances the learning experience
- Orientation, networking, and five full days of instruction over ten weeks (every other Friday)
- Two modules per program day
- Seventy hours of learning includes forty hours of classroom instruction
- Readings and assignments augment lectures, group exercises, and cases

Learning modules:
- Innovation and Product Development
- Business Strategy
- Data Analytics
- Change Management
- Leadership and Influence
- Marketing Management: An Overview
- Think Like A CFO
- High Quality Team Decision Making
- Operations and Supply Chain Management
- Critical Thinking and Decision Making

Educational Container website - interactive resource:

<table>
<thead>
<tr>
<th>Pre-Work (2-4 hours)</th>
<th>Interactive Classroom Learning (4 hours)</th>
<th>Post-Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductory video</td>
<td>Academic faculty and executive practitioners co-design, co-teach</td>
<td>Reference library</td>
</tr>
<tr>
<td>Syllabus</td>
<td>Resources to enable transfer of learning to the workplace</td>
<td>Topical and timely articles</td>
</tr>
<tr>
<td>Learning objectives</td>
<td></td>
<td>Blog</td>
</tr>
<tr>
<td>Pre-reading</td>
<td></td>
<td>Online chats and discussions</td>
</tr>
<tr>
<td>Assignments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online quiz</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Join individuals from organizations such as:

Alcon Laboratories  |  Kareo  |  Niagara Bottling LLC
Broadcom            |  Medtronic |  Parker Aerospace
Edwards Lifesciences|  Meggitt  |  Rockwell Collins
Glidewell Laboratories|  MicroVention |  Safran
HireRight

To inquire about program dates, course fees, Subscriber Company discounts, and registration, visit merage.uci.edu/go/CMTP or contact the Office of Executive Education at ExecEd@merage.uci.edu or 949.824.6610.