

H. Wayne Huizenga School of Business and Entrepreneurship

# Executive Education Programs



# Table of Contents

## 2 Huizenga and NSU Real Business Leaders

## 4 Hudson Center of Entrepreneurship and Executive Education

- 5 Custom-Designed Programs
- 6 Accounting and Finance Programs
- 8 Executive Programs
- 10 Health Care Leadership Programs
- 11 Human Resource Programs
- 13 Leadership Programs
- 15 Management Programs
- 17 Professional Development Programs
- 20 Project Management Programs
- 23 Relationship-Building Programs
- 25 Sales and Sales Management Programs
- 29 Six Sigma Programs

## 30 Entrepreneurship Summer Camp

## 32 Huizenga Business School Degree and Certificate Programs

# Huizenga and NSU Real Business Leaders



H. Wayne Huizenga  
Entrepreneur and Benefactor

It's no longer business as usual in corporate America. With the economic realities of today, the future belongs to business schools that are dedicated to providing a high-quality, practical, and market-driven education—the kind of programs that offer immediate value to graduates and their future employers.

No discussion about the H. Wayne Huizenga School of Business and Entrepreneurship would be complete without recognizing its namesake and benefactor, H. Wayne Huizenga. Architect of three Fortune 500 companies, he continues to exemplify the entrepreneurial spirit embodied in the Huizenga Business School's innovative approach to business studies.

Nova Southeastern University is the largest, private, nonprofit university in the southeastern United States, with a sprawling, 314-acre Fort Lauderdale-Davie main campus, seven locations throughout Florida, and a presence in nine countries throughout the world. In 2003, the Huizenga Business School moved into its permanent home, the state-of-the-art Carl DeSantis Building on NSU's main campus. In 2010, NSU opened the doors to its new Huizenga Sales Institute, thanks again to the generous support and the philanthropy of H. Wayne Huizenga.

The Hudson Center of Entrepreneurship and Executive Education continues NSU's rich tradition of providing practical business education and hands-on learning to organizations and individuals. The Hudson Center offers nondegree courses that give companies, managers, and employees critical, cutting-edge education to help them excel in today's competitive marketplace.

# Hudson Center of Entrepreneurship and Executive Education

## Custom-Designed Programs

The Hudson Center of Entrepreneurship and Executive Education can deliver any of our existing programs in-house for your organization. Additionally, we create custom-designed training programs specifically tailored to fit your needs. We collaborate with you on a plan that includes

- identification of your organization's unique needs and objectives
- relevant content designed and developed by our world-class faculty members to enable your organization to attain its defined objectives
- action-based instruction delivered by faculty members who have real-world experience
- high-impact learning that makes employees returning to work ready to make an immediate and positive impact on the company
- delivery of custom-designed training at your organization or at the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University in Fort Lauderdale, Florida
- flexibility to revise programs over time as needs change

**For additional information and pricing, please contact us at (954) 262-5161.**



---

*“What started as a need for the organization evolved into a vision for all of our employees. With the help from the staff of the Hudson Center of Entrepreneurship and Executive Education and instructors of Nova Southeastern University, we were able to create a world-class executive education program that focused on the specific needs of our employees. The program became so successful that what was intended for a group of 20 operations employees reached more than 100 employees from all the departments in Univision by the end of the year.*”

*The success of the program was due to the commitment from the staff members and instructors of NSU to create a unique program focused on the needs of our employees. They took the time to LISTEN to the voice of the customer, and they CARED for each employee that they had as a student in the classroom. That’s what made it special and successful.”*

**Angel Garcia**  
VP Operational Excellence  
Univision Communications, Inc.

---

“The program was excellent! The facilitator did a great job of incorporating real-life scenarios and answering various questions, all while staying on track.”



Eric Saviskas  
Ideal Bathroom Solutions  
Owner

## Accounting and Finance for Nonfinancial Managers

**Length:** Two Full Days

**Continuing Education Credits:** 1.2 CEUs, 12 PDUs, 12 CPEs

**Program Overview:** This program teaches managers and business owners the fundamentals of finance and accounting principles, methods, and applications. Participants will develop a better understanding of critical financial indicators, explore how these factors impact the bottom line, and learn how to make sound business decisions by leveraging hard financial data. This program is designed for managers in all functional areas and in all industry types who want to gain a better understanding of the financial side of business. Participants will become familiar with the basics of financial statements and current practices in evaluating business performance. Ratio measures, make/buy (break-even) analysis, discounted cash flow concepts, and budgeting concepts are discussed.

**Program Fee:** \$750 (includes tuition and instructional materials)

## Certified Management Accountant (CMA®) Exam Preparation Program

**Length:** Five Saturdays, 30 hours (Part 1)  
Six Saturdays, 36 hours (Part 2)

**Continuing Education Credits:** 3 CEUs, 30 Accounting CPEs (Part 1)  
3.6 CEUs, 36 Accounting CPEs (Part 2)

**Program Overview:** CMA® (Certified Management Accountant) is the advanced professional certification specifically designed to measure the advanced accounting and financial management skills that drive business performance in today's complex and challenging business environment. This two-part course (Part 1—Financial Planning, Performance, and Control and Part 2—Financial Decision Making) is a comprehensive exam-preparation program that includes textbooks and online practice tests. While the primary focus of this course is to prepare individuals for the CMA exam, the course is also an excellent professional development tool for helping individuals advance their careers in accounting, finance, or business management.

**Program Fee:** \$1,395 (Part 1) • \$1,595 (Part 2)

(Both fees include tuition and study materials consisting of a textbook, participant guide, and online practice test access.)

## Enrolled Agent (EA) Exam Preparation Program

**Length:** 12 Saturdays, 1 Evening Orientation

**Continuing Education Credits:** 3.6 CEUs

**Program Overview:** If you are planning on becoming an enrolled agent (EA), our live exam preparation program will prepare you for the Internal Revenue Service Special Enrollment Examination (SEE). Led by qualified enrolled agents using the Gleim EA Review System, this program guides the participants through the three parts of the exam using a textbook and past exam questions. It prepares participants to become enrolled agents by teaching them technical skills while emphasizing the ethical competency of practicing before the IRS.

**Program Fee:** Individuals \$525 (Part 1) • Business \$775 (Part 2)  
Representation, Practice, and Procedures \$275 (Part 3)  
Registering for all three parts at the same time \$1,495  
(All fees include tuition, instructional materials, and textbooks.)

## Retirement Management Analyst Program

**Length:** Five Full Days

**Continuing Education Credits:** 3.0 CEUs

**Program Overview:** If you have three or more years of experience as a financial adviser, earning the Retirement Management Analyst (RMA) credential would demonstrate to your clients and business partners that you have mastered the retirement planning advisory process. Based on the RMA Body of Knowledge, this program focuses on the skills and tools needed to assist clients with investment accumulation, and more importantly, income protection and distribution throughout the retirement years. Key concepts and practical applications of retirement income planning and management are taught, so that attendees can better construct portfolios to support retirement income and distribution. The course is designed around the seven chapters in *The Retirement Management Analyst (RMA) Designation: Curriculum Book for RMA Candidates*.

**Program Fee:** \$1,599 (includes tuition, instructional materials, textbook, and lunch)



*“Valuable concepts supported by hands-on case study activities.”*

Pierre Sierralta  
Supply Chain Manager  
Baptist Health South Florida

## Coaching Skills for Managers

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** Improving your coaching skills can make all the difference in obtaining better results from your people. Coaching is an effective tool because it offers challenges and provides recognition, two of the most important factors in employee retention. This course will teach you how to increase employee performance as it outlines specific kinds of coaching that can assist you in becoming a better manager. You will have the opportunity to find out why some employees are negative about coaching and learn what you can do to overcome those obstacles. The coursework includes interactive participation where you can practice various scenarios to help you be successful in the real world. This program is designed for those who have direct reports, those who want to work better with their peers, or anyone who wants to see better performance in others.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Mergers and Acquisitions

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 CPEs, 6 CLEs

**Program Overview:** A successful mergers and acquisitions strategy requires a highly focused, professionally managed process. Such a process ensures that you select the right targets, value them correctly, negotiate the deal to your best advantage, and rapidly integrate them post-closing with the least amount of disruption to your customers and employees. This one-day program is designed to take you through the entire acquisition process, highlighting through hands-on exercises the steps that are critical to the healthy growth of your business. In particular, we focus on topics such as creating a focused acquisition strategy for 100 percent acquisitions, joint ventures, and/or alliances; determining your deal parameters; identifying appropriate acquisition targets; analyzing targets' financials using multiple valuation methodologies; establishing your negotiating strategy and key success/walkaway positioning; closing the deal; making post-closing adjustments; and successfully integrating the acquired organization. This program is designed for business leaders seeking to expand their businesses through merger or acquisition activities. It is useful for decision makers, managers, and executives in for-profit and not-for-profit fields.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Strategic Planning and the Balanced Scorecard

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDU's

**Program Overview:** Learn how you can improve the focus of your strategic planning process by incorporating many of the key elements of the balanced scorecard methodology. Adopted by the majority of Fortune 500 companies and many public sector organizations, the balanced scorecard has rapidly become a mainstay of sound strategic management. In this one-day program, participants work with and learn from each other as they work in small teams to create an optimal strategic plan for a multinational company. In this accelerated program, participants complete a series of hands-on exercises to practice proven strategic management methods and processes. Participants will be given a case study to read prior to beginning the program, which is a central element of breakout sessions and class discussions. This program is designed for directors, managers, business unit leaders, high performers expected to be future organizational leaders, small-business owners, medium-sized-business owners, public sector leaders, and managers.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Sustainable Practices to Increase Profits and Competitiveness

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** If you want to save money, make your business more competitive, increase profits, generate environmental benefits, and do your part in helping to reverse climate change, then this is the program for you! Small business owners and CEOs, COOs, and CFOs of all size businesses would benefit from this program. The sustainable practices taught can be of value to many areas of a business, including financial, operations, sales, marketing, public relations, and community service campaigns. You will be provided with proven, easy to use, conservation and resource management procedures and strategies (sustainable practices) to make your business more competitive and to help increase profits. You will learn how to develop, implement, and monitor a sustainability plan for your business that will save money and provide environmental benefits. In addition, you will discover how to use your results from the implementation of your sustainability plan in sales, marketing, public relations, and community service. The program will also cover new business opportunities in the global green marketplace.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Health Care Manager Development Program

**Length:** 12 Full Days

**Continuing Education Credits:** 7.2 CEUs

**Program Overview:** The Health Care Manager is a specialized course designed to provide educational and development opportunities for professionals at all management levels in the field of health care administration. Modules of the Health Care Manager Development program include The Role of Manager, Developing a Leadership Mindset, Leadership for High Performance, Team Building and Group Dynamics, Managing Conflict, Managing and Leading Change, Executive Coaching, Executive Mentoring, Communicating Effectively, Value-Based Time Management, and Motivating Employees.

**Program Fee:** \$2,300 (includes tuition and instructional materials)

## Leadership Development for Today's Licensed Health Care Professional

**Length:** Six Two-Day Modules

**Continuing Education Credits:** 7.2 CEUs

**Program Overview:** With today's changes in the health care environment, the transition from health care provider to health care administrator presents many challenges. Health care providers bring a wealth of knowledge regarding health care issues to their administrator role; however, in order to be a successful administrator, it is necessary to also have a firm understanding of the business side of health care and develop effective leadership skills. This program will prepare licensed health care professionals to be leaders who are agents for change in the current health care environment. The curriculum will provide training to facilitate the move into executive positions or leadership roles, regardless of whether that role is in a large hospital or a small practice. It is not only for those who are new to an administrative role, but also for those who are already in one and want to hone their skills.

**Program Fee:** Call for current fee (includes tuition, instructional materials, and lunch)



*“This program has enhanced my understanding of how important it is to reach a certain level in order to become an effective and efficient leader.”*

Adelecia Campbell  
Health Facilities Manager Assistant  
Princess Margaret Hospital, PHA



*“The course instructor was knowledgeable in human resources. Preparing these past 12 weeks was interactive and valuable for my career.”*

Bianca Sosa  
Human Resources Manager  
ProTech International

## Human Resource Professional (PHR®/SPHR®) Certification Exam Preparation Program

**Length:** Twelve Evenings or Four Alternate Weekends

**Continuing Education Credits:** 3.6 CEUs

**Program Overview:** This program is designed to help HR professionals prepare for the Human Resource Certification Institute's (HRCI's) examination for the Professional or Senior Professional in Human Resources (PHR®/SPHR®) certification by using the SHRM Learning System and the PHR®/SPHR® preparation course materials. Led by qualified and certified HR instructors, this program guides participants through the HRCI's body of knowledge. Sample test questions and periodic progress checks help reinforce classroom sessions. Participants will identify areas of strength to build on and areas where further concentrated study is needed in preparation for taking either exam. Topics include strategic business management, workforce planning and employment, human resource development, total rewards, employee and labor relations, and risk management.

**Program Fee:** \$1,500 (includes tuition and SHRM Learning System books)

## Creating and Sustaining a Motivated Workplace

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** This course focuses on how managers can be aligned with motivational principles and practices in today's workplace. In this workshop, you will be introduced to continuous knowledge and application inputs, which you will work with all day. Mini case studies will also be discussed. Some of the key areas that will be addressed include the best way to learn about a person's motivation, how to help people be as creative as they need to be, building up a person's credibility, the one best motivator, keeping everyone energized, building trust and respect for each other, the new wave of team building and collaboration, and what your values express about your own motivation patterns. This program is designed for managers looking for answers to employee motivation, supervisors who want to spur employees to higher performance levels, professionals wishing to motivate other project members, executives focused on improving business results, and leaders who want to improve their motivation skills.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Mastering Instructional Design

**Length:** Three Full Days

**Continuing Education Credits:** 1.8 CEUs, 18 HRCIs

**Program Overview:** Instructional design that leads to measurable performance improvement and competency development can be as much a science as an art. This three-day program teaches participants to create a comprehensive course design, including the development of a course design document. Bringing together the ISD model and accelerated learning, this course covers instructional systems design, needs analysis, task analysis, writing objectives, lesson planning, testing for learning outcomes, evaluation, and more. It is an ideal course for trainers who need design skill enhancement, supervisors, and managers who have to develop their own training programs.

**Program Fee:** \$975 (includes tuition and instructional materials)

## SHRM Essentials® of HR Management

**Length:** Five Evenings

**Continuing Education Credits:** 1.5 CEUs, 15 HRCIs

**Program Overview:** This introductory course offers a complete overview of human resource roles and responsibilities. Whether you are just starting out in the profession or are looking for an effective way to boost your employee management skills, this is the program for you! This course covers real-life HR issues and current principles of HR management, employment law, recruitment and selection, compensation, employee development, performance management, and more. SHRM Essentials® of HR Management provides invaluable knowledge to help reduce potentially costly lawsuits and effectively handle daily HR challenges.

**Program Fee:** \$750 (includes tuition, instructional materials, and SHRM Essentials materials)

*"The course is great for those who want to learn more about future management opportunities. I highly recommend it."*

Consuelo Nodar  
Federal Investigator  
Equal Employment Opportunity Commission



## Advanced Leadership Program

**Length:** Five Full Days

**Continuing Education Credits:** 3.0 CEUs

**Program Overview:** This program is an excellent opportunity to examine and prepare for the dynamic challenges facing today's companies and organizations. This intensive program will help refine management and leadership capabilities and broaden your managers' and executives' understanding of up-to-the-minute business theory and practice. The Advanced Leadership Program sessions focus on key concepts, tools, and techniques needed to help you manage and lead in today's challenging business environment. Modules include Developing a Leadership Mindset; Managing Talent; Strategic Thinking; Leadership for High Performance; Executive Coaching; Building and Leading Successful Teams; Leading Change; Executive Decision Making and Problem Solving; Fostering Creativity and Innovation; and Ethics, Values, and Drive. This program is designed for managers, directors, and professionals who are helping to lead their organizations, business owners and executives who hold leadership positions, and business leaders with active roles in creating and sustaining a high-performance culture.

**Program Fee:** \$1,950 (includes tuition, instructional materials, and lunch)

## Developing a Leadership Mindset

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDUs, 6 CPEs

**Program Overview:** This program is designed for business professionals who want or need to build the foundation necessary for developing influence and a leadership presence. It is useful for those in supervisory and managerial positions, project managers and program managers, as well as individual performers. Participants will learn ways for influencing others, the importance of accountability for a leader and the members of the organization, the pathway to build the foundation for sustainable leadership skills, how to energize your staff, how to shift your behavior to the leadership road, the importance of situational variables, and ways to build the values organizations want. This program will help you develop skills that will move you from a manager to a leader.

**Program Fee:** \$395 (includes tuition and instructional materials)



## Leadership for High Performance

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDUs

**Program Overview:** This program evaluates high-performing organizations, their characteristics, and the role of leadership in a high-performance environment. During this program, you will discover the effect of leaders on followers, evaluate the issues facing all groups and teams, participate in exercises to demonstrate intergroup dynamics, and strengthen the engagement quotient. This program is designed for managers, directors, and professionals who are helping to lead their organizations. Professionals who are taking the initiative to meet the changing needs of today's business world will benefit from this program and will learn how to create and sustain a high-performance culture.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Using Critical Thinking for Better Decision Making

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** This one-day workshop is an opportunity to enhance your decision-making skills and get better business results. You will build a working knowledge of frameworks and tools that you will be able to apply right now in your own job. You'll develop your own techniques for applying what you will learn. This program is designed for professionals, supervisors, managers, and leaders in business and government who need to make better decisions in today's world of organization success factors. From the use of scenario analysis to the evidence hierarchy to learning ways to determine credibility, this workshop is the foundation for gaining accountability and developing critical-thinking skills that will encourage innovation and high performance.

**Program Fee:** \$395 (includes tuition and instructional materials)




---

*"We sincerely appreciated the responsiveness we received when working with the H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University to create our very own Leadership Institute for our Management Team. Their first-class facilitators, coupled with the thought-provoking topics, made for a very successful and memorable program."*

**Stephen Farrell**  
CEO  
Convey Health Solutions

---




---

*"Nova Southeastern University has been a great education partner for us. They understand the urgency of our business and are driven to provide relevant training solutions for our associates."*

**Barbara Busquet**  
Human Development Manager  
Perry Ellis International

---

## Advanced Management Program

**Length:** Five Full Days

**Continuing Education Credits:** 3 CEUs

**Program Overview:** This intensive program will help refine your management skills and broaden your understanding of up-to-the-minute business theory and practice. The five-day program focuses on key concepts, tools, and techniques needed to help you manage and lead in today's challenging business environment. Included in the program are business planning and strategy, accounting and finance, sales and marketing, human resource challenges, and negotiating strategies and tactics. Each session includes hands-on activities such as short case studies, group exercises, and role-plays.

**Program Fee:** \$1,950 (includes tuition, instructional materials, and lunch)

## Change Management

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 CPEs

**Program Overview:** In the 21st century, change is inevitable and constant. Leaders must not only be able to manage change, but to aid work associates in coping with and embracing change. This program is designed to provide participants with a broad understanding of various change management methodologies, concepts, principles, and practices. The program consists of topics such as background information; initiating transition management: letting go; understanding transition management: entering the neutral zone; and setting strategic goals to implement the vision. The program targets a wide audience of organizational team members who need familiarity with the change process and is ideal for executives, leaders, managers, supervisors, business owners, and administrators.

**Program Fee:** \$395 (includes tuition and instructional materials)



*“The Management Development Program was very interactive and informative. I was able to improve immediately.”*

Julio Idrovo  
Support Center Supervisor  
HEICO

## Management Development Program

**Length:** Five Full Days

**Continuing Education Credits:** 3 CEUs, 30 PDU's, 30 CPE's

**Program Overview:** The transition to the role of manager is often stressful and complex, with few resources available to provide the knowledge and skills necessary to be successful. This program is designed to develop skills across the entire spectrum of management and consists of 10 modules that outline important skills that are needed to be an effective manager. Each module is highly interactive and includes hands-on activities such as short cases, group exercises, and role playing exercises. The 10 modules are The Role of Manager, Results Driven Leadership, Retaining and Motivating, Communicating Effectively, Value-Based Time Management, Leading Effective Meetings, Managing Conflict, Organizational Politics and Influence, Decision Making for Managers, and Managing Change. This program is designed for anyone transitioning into a managerial role.

**Program Fee:** \$1,950 (includes tuition, instructional materials, and lunch)

## Managing Talent in Your Organization

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDU's

**Program Overview:** Organizations that prefer to be at the top of the charts spend time and energy managing their talent. They understand that, although each organization and its employees are different, there are specific approaches that any organization can use. This one-day seminar addresses the essential question: What are you doing to get the most out of your people? This program is designed for managers and midlevel executives, entrepreneurs who are building their company, HR professionals and trainers, and new senior-level executives who seek a standard by which to measure success.

**Program Fee:** \$395 (includes tuition and instructional materials)

*“Being someone who has been in the legal field for my entire career life, I felt I knew most of what the course would offer. I found myself pleasantly surprised.”*

Nicole Penny  
Administrative Assistant  
Boies, Schiller & Flexner



## Business Writing Workshop for Professionals

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 CPE's

**Program Overview:** Effective writing skills are crucial to building credibility and gaining respect from employers, colleagues, and customers. In this workshop, you will learn to streamline your writing while still maintaining courtesy and professionalism. Discover how to structure sentences that are correct as well as impressive, powerful, and efficient. Learn proofreading techniques to safeguard your work from careless grammar and punctuation errors. You will review effective strategies and techniques for written communication in 21st century organizations, learn quick tricks to increase effectiveness in email correspondence, and engage in hands-on writing practice with memos and email communications. This program is designed for employees and managers throughout the organization.

**Program Fee:** \$430 (includes tuition, textbook, and instructional materials)

## Dynamic Communication and Interpersonal Skills

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDUs, 6 CPEs

**Program Overview:** An essential element for success in the information age is to be able to identify appropriate forms of communication to varied audiences and individuals. Participants in the workshop will learn to communicate more effectively by identifying and removing common barriers. They will learn to communicate to build trust and encourage teamwork and consensus. Participants will develop skills that result in effective two-way communication and will learn to facilitate supportive communication with diverse individuals and groups. This course is designed for executives, leaders, managers, supervisors, business owners, administrators, employees, or any person who wants to become a better communicator.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Extraordinary Administrative Support

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** Every business department requires outstanding administrative support in order to operate efficiently and profitably. Participants will learn strategies for enhancing communication with all stakeholders, techniques to improve workplace time management, and tips on dealing with difficult people and handling stress. This program is designed for office assistants, managers, or administrators; executive and personal assistants; assistant managers or supervisors; management trainees; and human resource/training managers. It will allow you to plan for your own career development.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Part I: Presentation Skills for Professionals Workshop

**Length:** One Full Day

**Continuing Education Credits:** .7 CEUs, 7 HRCIs, 7 CPEs

**Program Overview:** One of the top requirements for professional advancement today is the ability to deliver a presentation in which one connects with the audience, communicates clearly, and demonstrates the ability to speak with confidence and power. The Presentation Skills for Professionals Workshop will assist professionals in improving their oral presentation skills, empowering them to speak more effectively when running meetings or presenting to clients. Each program participant will leave the workshop with a specific action plan, a recording of his or her presentation, and an evaluation of his or her performance. This course is designed for professionals of all levels interested in acquiring or improving their presentation skills and receiving feedback on their performance. Once you successfully complete this workshop, you are qualified to register for Part II: Advanced Presentation Skills for Professionals Workshop.

**Program Fee:** \$395 (includes tuition, instructional materials, and a recording of the participant's presentation)




---

*“The program was very informative and applied to day-to-day scenarios, which made it easy to understand and kept my interest.”*

Terry Edwy  
Staffing Consultant  
TransHire

---

## Part II: Advanced Presentation Skills for Professionals Workshop

**Length:** One Full Day

**Continuing Education Credits:** .7 CEUs, 7 HRCIs, 7 CPEs

**Program Overview:** This workshop is designed for those who have already attended Part I and are ready to move to the next level. In Part II, more advanced skills are covered, such as delivering a sales presentation, persuasive speaking, storytelling to make a point, and the use of visual aids. In Part II, participants will deliver a prepared 10- to 12-minute presentation and run a question-and-answer session, applying the skills they acquired during Part I. The presentation, question-and-answer session, and evaluation are recorded, serving as a learning tool for continued improvement. Participants will leave with a specific action plan and will have acquired the skills needed to deliver a polished, professional presentation.

**Program Fee:** \$395 (includes tuition, instructional materials, and a recording of the participant's presentation)

## Certified Associate in Project Management (CAPM®) Certification Exam Preparation Program

**Length:** Three Full Days

**Continuing Education Credits:** 2.3 CEUs, 23 PDUs, 23 CPEs

**Program Overview:** This fast-paced course will provide novice project practitioners with a detailed and pragmatic understanding of the various elements of the PMBOK approach to project management. As a result, you will learn the skills necessary to prepare for the CAPM® exam. Based on the latest edition of PMBOK, this course provides a comprehensive overview of each of the key project processes and subprocesses, their interactions and relationships, and internal and external influences that impact many projects. This three-day, applications-based course covers all of the CAPM® topic areas, each of which is followed by a mock exam. Differences in terminology between the PMBOK approach and real-world industry usage are discussed to ensure the participants are capable of bridging the gap for exam purposes. Exam structure is discussed, as are many of the nuances in successful exam execution. In short, both theoretical and practical aspects of successfully fulfilling the requirements for award of the CAPM® exam are covered. The CAPM® is a valuable entry-level certification for project practitioners.

**Program Fee:** \$1,350 (includes tuition, textbook, and instructional materials)




---

*“It’s an important program for professionals preparing to take the PMP’s certification examination. It is a great source of knowledge from NSU’s experts.”*

**Camilo Jimenez**  
BI Program Manager  
Microsoft

---

## Developing a Project Manager Mindset

**Length:** One Full Day

**Continuing Education Credits:** .7 CEUs, 7 PDUs, 7 HRCIs

**Program Overview:** Developing a Project Manager Mindset is an accelerated, one-day program offering participants the opportunity to learn how to use project management tools and techniques to help successfully prioritize and manage projects, finishing on time within a defined scope and budget. This program is designed for the novice project manager or anyone that leads a team of people to produce some form of project or product result. Participants will leave with tools and templates that they can put into practice the next day.

**Program Fee:** \$425 (includes tuition, instructional materials, and lunch)

## Fundamentals of Project Management Program

**Length:** One Full Day

**Continuing Education Credits:** .7 CEUs, 7 HRCIs

**Program Overview:** Managing a project is an in-demand skill set, and one of the fastest-growing professional disciplines in North America. This program will provide you with working knowledge of the basics of project management and its processes. The one-day program covers the project management foundations and the five process groups. Participants will leave knowing how to write a scope statement, analyze steps needed to carry out a project, and create a workable plan to ensure the success of a project.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Project Management Professional (PMP®) Certification Exam Preparation Program

**Length:** Five Full Days

**Continuing Education Credits:** 3.5 CEUs, 35 PDUs, 35 CPEs

**Program Overview:** The discipline of project management plays a key role in the competitive, global business arena. According to a 2007 survey, 80 percent of high-performing projects use a credentialed project manager. The Project Management Institute’s (PMI) Project Management Professional credentials—including the PMP® and Certified Associate in Project Management (CAPM®)—are the most important industry-recognized certifications for project managers. Globally recognized and demanded, the PMP® certification demonstrates that you have the experience, education, and competency to successfully lead and direct projects. This five-day preparation program employs instructor-led delivery and practice exams that focus on preparing you with the knowledge required to pass the current PMP® and CAPM® certification exams. This program is designed for project managers wishing to improve knowledge and skill and interested in building the foundation of knowledge necessary to prepare for the PMP® or CAPM® exams.

**Program Fee:** \$2,300 (includes tuition, textbooks, instructional materials, and lunch)



*“This was an informative class, and it gave me the necessary tools to propose flexible work arrangements in the workplace.”*

Lindy Smiley  
Human Resource Manager  
Home Service

## Project Management Training for the New Project Manager

**Length:** Five Full Days

**Continuing Education Credits:** 3.5 CEUs, 35 PDUs

**Program Overview:** The success and sustainability of any organization today relies heavily on the ability of its project teams to quickly and efficiently execute strategic projects, programs, and key initiatives. In order to meet those demands, project management in today's global markets requires an entirely new set of leadership, operational, and technical skills. A project manager is required to have a high degree of commitment to operational and fiscal results, an acceptance of accountability for conformance to project requirements, and the leadership skills to forge a synergistic chemistry between diverse functional groups that are directly and indirectly impacted by the project. This program was designed to arm the novice project manager with the knowledge, skills, and functional tools needed to successfully assume that leadership role. Business and product managers at all levels will also find this an ideal seminar to isolate methodologies to better monitor and control their projects.

**Program Fee:** \$2,300 (includes tuition, textbook, and instructional materials)

*“The program is a valuable tool for everyday use.”*

Cintia Wolosker  
Guest Port Services  
Royal Caribbean International



## Extraordinary Customer Service

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 CPEs

**Program Overview:** Customer service is about getting to the essence of a problem. Participants will learn to avoid misunderstandings by clarifying what others are saying, present each customer with a consistent message, and deal with difficult customers. Participants will also learn how to analyze what makes customers happy, influence others within an organization to become more customer focused, and recognize and reward splendid customer service. This workshop will cover topics such as the customer service mindset, whether the customer is always right, listening to create results, gaining understanding, and dealing with emotionally charged situations.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Managing Conflict in the Workplace

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 CPEs

**Program Overview:** Disagreements happen every day in the workplace and conflict is part of every work group. Effective group members recognize how to use conflictive energy in a constructive manner and view conflict as an opportunity to strengthen the organization, as well as themselves. This one-day, interactive program will examine the nature of organizational conflict and outline techniques for resolving destructive conflict in a constructive way. Topics include the origins of workplace conflict, conflict management styles, active listening strategies, and interpersonal communication tips to promote conflict resolution. This program is designed for managers, supervisors, and employees at all levels in the organization.

**Program Fee:** \$395 (includes tuition and instructional materials)




---

*“This was an exceptional experience with a dynamic team of individuals from Nova Southeastern University.”*

**Carol Marx**  
Team Leader  
American Express

---


## Team Building Activity Day

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** This exciting, one-day program utilizes interactive and participative team-building exercises and classroom discussions to build camaraderie and enhance team skills. Using fun-filled exercises and enlightening discussions, teams will make substantial progress in each of the five fundamentals necessary for team unity and productivity—trust, conflict management, commitment, mutual accountability, and focusing on results. This program is designed for any corporation looking for creative and innovative ways to foster team building within a department or team. It is an exciting and effective way to better understand yourself and how you impact others in work teams, and to develop skills that create more cohesive and productive teams.

**Program Fee:** This is a custom program only. Please call for more information.



*“This was the best sales training program I’ve ever taken.”*

**Mike Simmons**  
Marketing Specialist  
Kaufman, Rossin & Co.

## Building a Winning Sales Team

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** A sales force is the “face” of the company to the public and is entrusted with the most important corporate asset—the customer. In fact, the overall performance and profitability of an organization is directly related to the quality and performance of the company’s sales team. Since sales forces represent such a significant role, developing and maintaining a winning sales team has become a priority among businesses today. This program will help you understand the skills and behaviors necessary to succeed in sales. The concept of job matching, where you will learn the importance of matching the strengths of the individual with the strengths required by the job, will be discussed. Topics related to recruiting great sales people and interviewing will also be presented. This program is designed for sales managers and those looking to become a sales manager. Participants will develop the skills necessary to build an effective and successful sales team.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Closing the Sale

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** In order to close the deal, salespeople must become experts in managing the buying process and customer expectations from the very beginning. Customers might make decisions intellectually, but the final purchase is an emotional motivation that occurs throughout the sales process. Participants will learn to examine how an effective sales strategy taps into the emotional aspects of the prospect’s buying process. Remember, you don’t make sales, customers choose to buy. In this interactive, comprehensive course, the traditional selling systems are turned upside down. This program is designed for professionals with varying levels of experience. Participants will come away knowing how to stop acting like a salesperson and get out of the way so their customers can buy.

**Program Fee:** \$395 (includes tuition and instructional materials)

---

*“Sales Week helped me improve my customer negotiation skills, teaching me to be more proactive and collect information from customers before presenting my proposal. I learned to present my company in a better way, catching the attention of potential customers and taking advantage of my personality style.”*

Carlos Triana  
General Manager  
USACO WorldWide

---



## Cold Call Techniques and Strategies

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** Cold calling doesn't work—at least not in its traditional sense. If your sales prospecting has left you feeling like a telemarketer, or without the results you used to receive, then learn how to increase your prospecting outcomes on the back end by better qualifying your prospects on the front end. This one-day program is designed to help sales professionals adapt their prospecting skills and techniques to the information age. Learn how to extend your reach from gate keepers to key decision makers, overcome objections, and develop a concrete prospecting system that gets results. This course is designed for salespeople who want greater return on your time (ROYT). Sales experts will teach you effective, winning techniques and strategies that allow you to warm the cold-call process. Spend less of your time making excuses and more of it making contacts and setting follow-up appointments.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Consultative Selling

**Length:** Two Full Days

**Continuing Education Credits:** 1.2 CEUs

**Program Overview:** Team selling, partnership selling, relationship selling, consultative selling, trust-based selling—whatever you want to call it, the selling system you use must be rooted in cooperation and a desire for mutual gain. Too often, sales professionals try to sell one-size-fits-all products and services, sometimes without a thorough understanding of what the customer really needs. Customers buy results, not products and services. Therefore, sales professionals need to offer solutions tailored and coproduced by the customer. This seminar will take your selling system to the extreme. Professional trainers will present challenging models and activities to stimulate your mind and breathe new life into your selling program. They will help you move beyond selling what the buyer wants to the establishment of individualized solutions based on what the buyer needs. This program is designed for all sales professionals regardless of their level of experience.

**Program Fee:** \$750 (includes tuition and instructional materials)

## Contemporary Negotiating Principles, Strategies, and Tactics

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs, 6 PDUs

**Program Overview:** As much art as it is science, negotiation is also a learned skill. This one-day program will show you the strategies and principles of negotiation, as well as describe tactics and counter tactics that can be utilized during the negotiation process. With practice, these negotiation fundamentals will enhance business results and enrich your personal life. Topics covered in the program include questioning techniques, the art of mutual agreement, the power of information, and timing in negotiations. Ideal for salespeople, lawyers, accountants, managers, and business leaders in need of strong persuasion skills.

**Program Fee:** \$395 (includes tuition and all instructional materials)

## From Salesperson to Sales Manager

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** Do great salespeople make great sales managers? In most cases, sales managers are former salespeople. They know the job of the salesperson and typically garner the respect of the direct reports based on their own record of success. However, being a great salesperson does not mean that you will have success as a sales manager. This course will discuss how the salesperson role differs from the role of a sales manager. It will also discuss how a great sales manager is a great human resources manager. Designed for salespeople who are interested in furthering their career as managers or those who are charged with building a team of high-performing sales managers, this program will teach you how to transition into a sales manager role.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Sales Coaching 101

**Length:** One Full Day

**Continuing Education Credits:** .6 CEUs

**Program Overview:** Coaching is not telling someone what to do, nor is it giving advice or providing solutions. Coaching is about providing support to someone by championing their success. Participants will learn about having a “we” focus instead of a “me” focus, and why it’s important to maintain a nonjudgmental view of situations. They will also discover how feelings affect behavior and can stop us from finding solutions we didn’t know we had. This program is designed for sales managers and those looking to become sales managers. Participants will learn the difference between managing and coaching and how to be a more effective sales coach.

**Program Fee:** \$395 (includes tuition and instructional materials)

## Sales Skills: So You Think You Can Sell?

**Length:** Two Full Days

**Continuing Education Credits:** 1.2 CEUs

**Program Overview:** Do you consider yourself a good salesperson, but aspire to be a great one? Designed to teach techniques that can improve essential sales acumen, this two-day program reviews a number of sales skills that comprise key ingredients of great sales calls and what goes into the preparation for these calls. Using interactive presentations and discussions, this course will utilize real-life case studies from members of the class. Examples of success stories, as well as failures, will be analyzed in a group setting to come up with a collective approach for future success. This course is designed for sales professionals at all levels.

**Program Fee:** \$1,295 (includes tuition, textbook, and instructional materials)

*“Extremely fun and hands-on learning.  
Great, enthusiastic instructor!”*

Richard Salinas  
Senior Consultant  
Kaufman, Rossin & Co.



## Lean Six Sigma Yellow Belt Workshop

**Length:** Two Full Days

**Continuing Education Credits:** 1.4 CEUs, 14 PDUs, 14 HRCIs

**Program Overview:** The Lean Six Sigma Yellow Belt Workshop teaches the fundamentals of quality improvement concepts and techniques that can be applied at work or home. Participants will understand that by putting these concepts and techniques into practice, they can improve customer satisfaction, reduce waste, increase efficiency, and improve product or service quality. Participants learn to use a variety of lean improvement and six sigma quality tools under a DMAIC (define, measure, analyze, improve, control) framework. Specifically, participants will explore some of the steps taken within each phase, such as project charters, process mapping, cause-and-effect tools, data measurement and analysis, and basic control methods. Case studies and exercises will allow participants to combine and utilize concepts learned during the workshop. This program is designed for anyone who is interested in understanding the concepts of Lean Six Sigma and wishes to learn its methodology of process improvement.

**Program Fee:** \$795 (includes tuition, instructional materials, and lunch)

## Six Sigma Green Belt Certification Exam Preparation Program

**Length:** 16 Evenings

**Continuing Education Credits:** 4.8 CEUs, 48 PDUs

**Program Overview:** The Six Sigma Green Belt Certification Exam Preparation Program is a 48-class-hour program designed to help the student prepare for the ASQ CSSGB (Certified Six Sigma Green Belt) exam. The program covers all subject matter areas currently tested by ASQ, while orienting the student to a reference source that can be brought into the exam. The course includes access to supplemental learning materials including subject matter videos, as well as practice problems with solutions and practice exams. The learning outcomes for the Lean Six Sigma Green Belt Prep Class are consistent in content and knowledge level with the published ASQ Green Belt Body of Knowledge (BOK). No Six Sigma background is required; however, a working knowledge of descriptive statistics is advised and knowledge of inferential statistics is preferred.

**Program Fee:** \$2,395 (includes tuition, instructional materials, and textbooks)



# Entrepreneurship Summer Camp

---

*“Before camp, I was an empty slate. Because of E.S.C.A.P.E., I now know the fundamentals needed to start a business.”*

Justin Etzine  
David Posnack Hebrew Day School

---



## Entrepreneurship Summer Camp and Personal Enrichment (E.S.C.A.P.E.)

**Length:** Five Full Days

**Program Overview:** This program is designed for highly motivated high school students who will be going into grades 10, 11, or 12 or graduating this school year. Students with a passion for business will gain a better understanding and appreciation for the process of starting a business and maintaining ethical business practices. The goal of this week-long camp is to educate and motivate aspiring entrepreneurs. Through interactive sessions, students are taught the basics of entrepreneurship and are introduced to the process of taking an idea through to a business plan. E.S.C.A.P.E. campers will develop and enhance their skills in creativity, innovation, leadership, oral and written communications, team building, and presentation style. Participants will learn to

- develop a company's mission statement and philosophy
- understand the importance of a business plan
- formulate a marketing plan
- understand the importance of a public relations strategy
- prepare and present an elevator speech
- understand start-up costs for a business and complete a cash flow analysis
- identify good leadership practices
- present their business plans to real CEOs and senior-level executives

**Program Fee:** \$550 (includes tuition, a comprehensive manual and instructional materials, refreshment breaks, and lunch)

# Huizenga Business School Degree and Certificate Programs

## Bachelor's Degree Programs

- B.S. in Accounting
- B.S. in Business Administration
- B.S. in Finance
- B.S. in Management
- B.S. in Marketing
- B.S. in Sport and Recreation Management

## Master's Degree Programs

- Master of Accounting (M.Acc.)
- Master of Public Administration (M.P.A.)
- M.S. in Human Resource Management
- M.S. in Leadership
- M.S. in Real Estate Development
- Master of Taxation (M.Tax.)

## M.B.A. Programs

- M.B.A. in Business Intelligence/Analytics
- M.B.A. in Entrepreneurship
- M.B.A. in Finance
- M.B.A. in Global Management
- M.B.A. in Human Resource Management
- M.B.A. in Leadership
- M.B.A. in Management
- M.B.A. in Marketing
- M.B.A. in Process Improvement
- M.B.A. in Sales Management
- M.B.A. in Sport Revenue Generation
- M.B.A. in Supply Chain Management
- Master of International Business Administration (M.I.B.A.)

## Graduate Certificate Programs

- Business Intelligence/Analytics
- Entrepreneurship
- Finance
- Global Management
- Human Resource Development
- Human Resource Management
- Leadership
- Management
- Marketing
- Sales
- Sales Management
- Sales Revenue Generation
- Supply Chain Management

### **H. Wayne Huizenga School of Business and Entrepreneurship**

3301 College Avenue, Fort Lauderdale, Florida 33314-7796

800-672-7223, ext. 25168 or (954) 262-5168

International callers dial +1-800-554-6682, ext. 25168

[www.nova.edu/business](http://www.nova.edu/business)

Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate's, baccalaureate, master's, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University. ■ Nova Southeastern University admits students of any race, color, sex, age, nondisqualifying disability, religion or creed, sexual orientation, or national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school, and does not discriminate in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs. 03-024-14MCP



H. Wayne Huizenga School of  
Business and Entrepreneurship  
Carl DeSantis Building  
3301 College Avenue  
Fort Lauderdale, Florida 33314-7796

