

NORTH CAROLINA

BAR ASSOCIATION
seeking liberty + justice

Mini-MBA



3 DAYS | **20** HOURS | **54** SEATS

DECEMBER 5-7, 2018

Complement your legal skills with this Mini-MBA and immediately impact your organization and practice!

Join us for an active and rigorous, group-based, hands-on business curriculum taught by a diverse array of talented instructors and business school professors. The chosen faculty has a reputation for engaging their audience and providing information that has immediate, real-world relevance.

You will explore fundamental business disciplines that include organizational behavior, operations/logistics, negotiation, financial accounting, finance, management information systems, marketing, managerial accounting and business strategy. Expect to learn about leadership theory, strategic planning, optimization principles, supply chains, financial statements, accounting principles, market segmentation and targeting, budgeting, customer relations, and much more!

This three-day course culminates in a coordinated capstone business case and group case presentation highlighted by Meredith College School of Business Dean Kristie Ogilvie as primary instructor.

AGENDA

WEDNESDAY, DECEMBER 5, 2018 | 7:15 a.m. – 4:00 p.m.

7:15 Registration and Continental Breakfast

7:45 Welcome and Introductions

8:00 Organizational Behavior | Dr. Nathan Woolard

- Leadership theory
 - Servant leadership
 - Citizenship and engagement
- Strategic planning
- Benchmarking
- Evaluation and control systems

10:00 Break

10:15 Operations/Logistics | Dr. Megan Martin

- Operations basics
 - Production planning
 - Ordering
 - Staffing
 - Procurement and delivery
- Optimization principles
- Fundamentals of supply chains

12:15 Lunch

1:15 Negotiation (break included) | Dr. Jeff Langenderfer

- Fundamentals of negotiation strategy
 - BATNA
 - Reservation point
 - ZOPA
- Simple two-party negotiations
- Complex two-party negotiations
 - Negotiation planning
 - Scoring system development and use

4:00 Adjourn for the day

THURSDAY, DECEMBER 6, 2018 | 7:30 a.m. – 4:00 p.m.

7:30 Continental Breakfast

7:55 Announcements

8:00 Financial Accounting | Mr. Gregory Flicek

- Introduction to financial statements
- Basic accounting principles
- Accounting cycles
- Adjusting entries

AGENDA

10:00 Break

10:15 Finance | Dr. Bing Yu

- Introduction to finance
- Present value calculations
- Valuation of companies
- Equity valuation
- Financial decision making
- Debt financing
- Capital budgeting

12:15 Lunch

1:15 Management Information Systems (break included) |

Dr. Megan Martin

- Components of MIS
 - Transaction processing
 - Inventory management
 - Supply chain
 - Accounting
 - Customer relations
- Applied analytics/big data
- Hardware/software impacts on industry
 - Internet of things
 - Virtual reality
 - Self-driving cars
 - 3D printing

4:00 Adjourn for the day

FRIDAY, DECEMBER 7, 2018 | 7:30 a.m. – 4:30 p.m.

7:30 Continental Breakfast

7:55 Announcements

8:00 Marketing | Dr. Lisa Monahan

- Segmentation and targeting
- Positioning
- Marketing analytics
- Consumer insights
- Branding

10:00 Break

10:15 Managerial Accounting | Mr. Gregory Flicek

- Accounting benchmarking/comparisons
- Pro forma statements
- Budgeting
- Cost basics

12:15 Lunch

1:15 Strategy/Capstone Case Presentation (break included) |

Dr. Kristie Ogilvie and Dr. Jeff Langenderfer

Capstone case preparation, presentation and feedback

4:30 Course Adjourned/Reception

COURSE FACULTY



Dr. Kristie Ogilvie is the Dean of the School of Business at Meredith College, having previously served as the Dean of the School of Business at Emporia State University and Associate Dean and

Professor of Management at California State University-San Bernadino. Dr. Ogilvie holds a Ph.D. from Grenoble Ecole de Management, an MBA from the University of Tulsa, and a B.S. from California State University-Sacramento. Her teaching and research expertise lies in organizational behavior, strategy, entrepreneurship, and knowledge management.



Mr. Gregory Flicek is a Lecturer in the School of Business at Meredith College in Raleigh, NC. He is a licensed NC Certified Public Accountant and holds a Master of Business Administration.

His career has touched all facets of accounting including public accounting, accounting in private industry, managing business units using financial data, consulting, and teaching. Mr. Flicek specializes in using financial data to drive performance improvement.



Dr. Jeff Langenderfer is an Associate Professor of Marketing & Law and former Associate Dean in the School of Business at Meredith College. He holds a Ph.D. in Business Administration (Marketing)

from the University of South Carolina, a J.D. from North Carolina Central University, and a B.A. in Economics from UNC-Chapel Hill. He has more than 20 years of experience in legal and negotiation consulting and has published more than 15 academic journal articles.



Dr. Megan Martin has a Ph.D. in Business Information Technology from Virginia Tech and an MBA and a B.A. in Mathematics from UNC-Wilmington. Her teaching and research interests

focus on management information systems and quantitative methods. Previously, she

managed the electronic training platform for a nationwide plasma collection company and served as the subject matter expert for the technical training of executive leadership and end users. Dr. Martin is an active consultant in operations management and information systems.



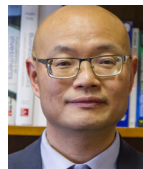
Dr. Lisa Monahan holds a Ph.D. in Marketing from the University of South Florida, an MBA from Columbia University, and a B.A. from Amherst College. Currently an Assistant Professor of

Marketing at Meredith College, Dr. Monahan previously spent 15 years working in business development and brand management positions in New York City for several national firms including Hanes, Citibank, Hartz and Unilever, and as an advertising executive for J. Walter Thompson.



Dr. Nathan Woolard is the Associate Dean and Assistant Professor of Management in the School of Business at Meredith College. He holds a Ph.D.

in Educational Leadership from Oklahoma State University, a Masters of Public Administration from the University of Oklahoma, and a B.S. from the University of Central Oklahoma. Woolard's research and teaching interests focus on entrepreneurship, leadership and organizational behavior.



Dr. Bing Yu is the Associate Professor of Finance in the School of Business at Meredith College. Dr. Yu holds a Ph.D. in Finance from Kent State University and a Masters of Business Administration from

the University of Toledo. Dr. Yu's research interests include the international dividend policy and capital structure decisions; the assets pricing in emerging markets; the women's role in corporate governance; the law, culture, and corporate finance. Before beginning his academic career, Yu was a financial analyst and then a manager of corporate finance department in an investment firm in China.

COURSE DETAILS

LOCATION

North Carolina Bar Center
8000 Weston Parkway
Cary, North Carolina 27513

CAPACITY

This course is limited to only 54 attendees. Act now to reserve your seat!

GENERAL INFORMATION

Attendance is limited to licensed attorneys. This course does not qualify for CLE credit.

Tuition includes a course manual as well as breakfast and lunch each day, and a reception on Friday afternoon.

Group assignments will be communicated via email prior to your arrival.

Pre-course reading is required. You will receive business cases and course material one (1) week prior to the course.

DRESS CODE

Dress code is business casual.

HOTEL INFORMATION

Contact hotels directly for reservations at the special NCBA room rate. These rates are based on availability and rooms may sell out.

Embassy Suites

201 Harrison Oaks Boulevard, Cary

- **Nightly Rate:** \$169 single/double
- **Reservations:** 919.677.1840 or www.tinyurl.com/NCBA-Embassy
- **Corporate Account Code:** 2691626

TownePlace Suites by Marriott

120 Sage Commons Way, Cary

- **Nightly Rate:** \$114 studio queen with sleeper sofa (Sun.–Thurs.)
- **Reservations:** 919.678.0005
- **Ask for the NCBA corporate rate.**

SPECIAL ACCOMMODATION

NCBA makes every effort to ensure a quality learning experience. If you have dietary restrictions or need special accommodations, please contact us at least one (1) week prior to the course start date.

REGISTER TODAY!

Online: www.tinyurl.com/839MBA | **By phone:** 800.228.3402

By mail: Attn: Accounting–NCBA, 8000 Weston Parkway, Cary, NC 27513

STEP 1: Tell us who you are. (Please print clearly.)

Print Full Name: _____

Organization: _____

Address: _____

City, State and ZIP: _____

Daytime Phone Number: _____

Email Address: _____

STEP 2: Select your tuition rate. (Register early and save 10%. Payment must be received by November 14, 2018 to qualify for the early rate.) This course does not qualify for CLE credit.

Standard Rate: \$1,730 Regular / \$1,555 Early

NCBA Member Rate: \$1,440 Regular / \$1,295 Early

STEP 3: Complete your payment information.

(Registration is complete only after payment is processed. Please print clearly.)

I am registering for the Mini-MBA Course (#839MBA) at the tuition rate checked above.

Enclosed is a check, payable to NCBA. Please charge my credit card.

Card Number: _____ Exp. Date: _____

Total Amount: _____ Signature: _____

What business leaders say about the value of business acumen:

“Business acumen is a fundamental requirement for any in-house lawyer and it can transform the in-house legal function and its perception by the business from a specialist support function into not only a key strategic business partner but also a driver of change, revenue and innovation for the business.”

– Tom Brown, former PayPal executive

“Business acumen is increasingly a competency of value not only to one’s clients, but to the firm itself.”

– Crossing Over: Lawyers as Corporate Executives, article by Irene Taylor and Mark Smith

“The general counsel has to do more than just give a legal report. He or she needs to come up with business solutions to problems.”

– David P. Steiner, former Waste Management CEO

EXECUTIVE EDUCATION FINE PRINT | CLE/NON-CLE CREDIT: Executive Education courses do not qualify for continuing legal education credit. **REGISTRATION:** All registrations are processed after payment is received. To qualify for the early tuition rate, payment must be received prior to the deadline indicated. Stated early discount rate percentage is approximate. Registrations may be capped based on venue or course size and may include an overflow room with additional seating. **CHANGES TO EXISTING REGISTRATIONS:** Should an attendee need to cancel his or her registration, the cancellation request must be received by 9 a.m. eastern time three (3) weeks prior to the start of the course to receive a full refund. Any attendee requesting cancellation less than three weeks prior to the course will receive a refund in an amount equal to one-half of the tuition amount paid for the course. An attendee may choose to substitute his or her registration. Substitution means sending another person to attend the course when the original registrant is unable to attend. Substitution requests must be received by 9 a.m. eastern time one (1) week prior to the course start date. The substituted person may be assessed a different fee based on their NCBA membership classification. Cancellation and substitution requests must be provided in writing by email at askcle@ncbar.org or by calling 800.228.3402. If an attendee misses any portion of a course, that portion is not subject to substitution or refund. Except as provided herein, registrations cannot be cancelled, substituted or transferred once purchased. **NO SHOWS:** Anyone who is registered for a course, but does not check in is considered a no show. No shows are not issued a refund. These registrants will receive the course materials, if any, in full consideration of tuition paid. **MISCELLANEOUS:** The NCBA reserves the right to cancel or reschedule courses at any time. Should the association cancel or reschedule a course, registrants may elect to receive a full refund or attend the newly scheduled course. Notifications regarding course changes will be sent to the email address on file. The NCBA is not responsible for any additional expenses incurred as a result of such cancellation or rescheduling. Registration and attendance constitutes an agreement by the registrant with the NCBA for use and distribution of the attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such courses and activities. Unless specified, spouses or guests are not eligible to attend NCBA courses and activities without registering to attend. These terms are subject to change.