

Fundamentals Course
Classes Start on March 14, 2022!



BUSINESS CERTIFICATE PROGRAM

Building Leaders and Growing Companies in the Seattle Area

Strengthening Communities through Business and growing Management Skills for Professionals

In this six-week program, the Business Certificate Program improves the business knowledge, skills, and leadership abilities of employees.

Taught by leading faculty from the UW Michael G. Foster School of Business and provides participants an opportunity to learn proven business fundamentals and immediately apply them to their work. This program will expand your business skills and improve your job performance.

This program is designed for people who want to become more effective in their job, who want to develop their leadership and strategic thinking skills, and improve their problem-solving abilities.

Thanks to the generous sponsorship by **Harborstone Credit**

Registrants have the have the choice to participate in-person or Online. Note that per [UW policy and proclamation 21-41.1](#), those who attend in-person must show proof of COVID-19 vaccination prior to entry. Contact Rebecca Thornton for details (thornra@uw.edu).

Monday Afternoons: 12PM to 3PM on the following dates:

March 14, 21, 28, and April 4, 11, 18



"I trully enjoyed the management classes because I felt like I could apply most of what I learned to my current position. It was also really interesting learning about marketing and accounting and how they play a part in our company as a whole."

Eustaquiu Guerrero, Yakima Chief Hops

Classes Registration

To register, click below:

Thursday classes: [2022 Seattle Spring BCP Registration \(https://bit.ly/SeattleBCP22 \)](https://bit.ly/SeattleBCP22)



CURRICULUM

Leading a Highly Effective Organization

This seminar teaches employees and managers how to recognize team dynamics and create well-designed teams. Having the right team in place can lead to an overall increase in company performance and team stability.

Strategic Decision Making

Some decisions involve a great deal of attention while others are made on instinct. In this session, we'll explore the upsides and downsides of intuition in decision making, discuss common decision making traps, and focus on improving the quality of the decision making process for both individuals and groups.

Marketing and Branding

A company's brand is the sum total of the experiences and perceptions of its customers. This seminar provides a complete understanding of the consumer and how consumers develop brand attitudes and behaviors.

Marketing Plan Development

This workshop will focus on the core elements of developing a working marketing plan. You will learn how to assess your company's marketing strengths and learn the components for a solid promotional plan.

Financial Management

This seminar focuses on improving your understanding of the information that financial statements provide and improves your ability to set business goals and measure progress.

Understand your Company's Financial Health

This class will teach you the tools needed to understand the financial health of your company, your company's performance relative to budget, and the economic effect of company investments.

For more information about upcoming classes, contact:

Rebecca Thornton, Assistant Director
Consulting and Business Development Center
UW Foster School of Business
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Thank you to our sponsor:

