



RICE UNIVERSITY
EXECUTIVE EDUCATION

FALL 2011 & SPRING 2012
Program Catalog



Rice University Executive Education

Rice University's Executive Education is an integral outreach component of the Jones Graduate School of Business and offers more than 100 programs annually, focused on the working executive. Among course offerings are open enrollment classes, certificate programs and custom-designed programs created for organizations.

By cultivating a diverse community of learning and leadership, Rice University Executive Education continues to provide the highest quality instruction from world-class faculty for businesses and people who strive to excel in their respective industries.

REALIZE IMMEDIATE BENEFITS THROUGH OUR CONVENIENT PROGRAM OPTIONS

Rice University Executive Education offers three options to further enhance the skills required to succeed in a competitive business environment.

Individual Open Enrollment Programs provide participants with comprehensive, detailed instruction on a specific topic and the opportunity to sharpen their business acumen. These classes are shorter than the longer certificate programs and are appropriate for individual learning in subjects such as leadership, strategy and general management.

Certificate Programs vary from industry to specific discipline focus. Whether the interest is to learn more in the field of health care management, marketing or finance and accounting, Rice University Executive Education has a broad offering to provide students with the tools needed to be more effective. To earn a certificate, enrollees must complete a set of required courses.

Custom Programs are designed for individual companies with a target audience in mind and with a defined organizational problem or issue of concern. Programs are created for your learning experience and schedule and may be held at the site of your choice worldwide or on the Rice University campus.

Faculty

All programs are taught by top-level faculty and highly successful business leaders. Our instructors include:

Cliff Atherton, Ph.D.
Erik Dane, Ph.D.
Bala Dharan, Ph.D.
Utpal Dholakia, Ph.D.
Michael Grojean, Ph.D.
Prashant Kale, Ph.D.
George Kanatas, Ph.D.
Kim Kehoe, D.B.A.
Shahid Malik, M.B.A.
Vikas Mittal, Ph.D.
H. Albert Napier, Ph.D.
Karen Nelson, Ph.D.
David Nino, Ph.D.
Barbara Ostdiek, Ph.D.
Elizabeth O'Sullivan, M.B.A.
Amit Israel Pazgal, Ph.D.
Brian Rountree, Ph.D.
Rick Schell, Ph.D.
D. Brent Smith, Ph.D.
Scott Sonenshein, Ph.D.
David Tobin, Ph.D.
James Weston, Ph.D.

FALL 2011

Open Enrollment Programs

Essentials of Leadership (3 days) – \$3,750

Participants will develop an understanding of the importance of leadership at all levels within highly successful companies. This program focuses on helping participants identify the areas of their management style that are strengths and will support their transition into greater levels of responsibility as well as identify critical development areas that may hinder their future performance.

Strategy Foundations (3 days) – \$3,750

Managers of today's organizations face a baffling barrage of communication and information technologies that threaten the very core of their businesses. This program will present the latest methodologies for developing and implementing strategies that work. It will also give business leaders the rare opportunity to share experiences with peers from other organizations and industries, forming a network of lifelong colleagues in the process.

Leadership Communication (2 days) – \$2,500

Miscommunication is a common barrier to effective leadership. Explore communication challenges in today's workplace and learn techniques to manage them. Participants will examine successful approaches to organizational communication, create a profile of their own communicative abilities, and formulate a strategic communication approach for their company.

Politics and Control in Organizations (2 days) – \$2,500

This program gives a realistic understanding of politics in the organizational context as the art and science of getting things done. Politics, as we use the term in this module, covers many organizational activities that can build more cooperative, productive, and satisfying professional relationships.

Leadership Development for Competitive Advantage (3 days) – \$3,750

This program is designed to help leaders understand the frameworks and actions they can use to serve as talent magnets for and within their organizations as well as fully developing the capabilities of those leaders junior to them. We will examine differing levels of leadership, transition points between these, and the balanced use of different systems to grow leadership competency. We will pay close attention to coaching and mentorship as primary mechanisms, while understanding the roles that networks, job rotation, action learning and 360 degree feedback play in developing the total leader.

SPRING 2012

Open Enrollment Programs

Leading and Managing High-Performance Teams (2 days) – \$2,500

Ineffective teams are hampered by internal conflict and poor decision-making. Learn how to avoid these pitfalls by analyzing the characteristics of high-performing teams. Discover techniques to successfully organize teams, create organizational enablers, guide teams through conflict, promote positive action, and derive successful outcomes.

Leading Change (2 days) – \$2,500

Examine change inhibitors that create stress, waste resources, slow change efforts, or lead to outright failure. Discover how to lead, cope and win in the face of great change. Participants will be able to apply fundamental areas that are necessary to lead effective change efforts, evaluate behaviors and manage personal change and the change of others.

Thinking Strategically (2 days) – \$2,500

Perhaps the most significant impact leaders can have on organizations is through their ability to think strategically. This is a substantially different activity than building a strategy. Participants will learn to identify critical information, find a desired future end-state and use mental simulations to continually assess.

Managing for Creativity and Innovation (2 days) – \$2,500

Creative individuals can add tremendous value to organizations. This program will use methods scientifically proven to help you understand and enhance your own creative skills and encourage creativity in co-workers and employees. Participants will be able to assess their work environment and implement their own ideas.

Critical Reasoning; Decision Making, Risk Analysis (2 days) – \$2,500

This program provides an overview of the best practices for making smarter, faster, and more creative long-term decisions. It will introduce the core elements of strategic decision-making, while simultaneously developing these skill sets in the participants.



CERTIFICATE

in Health Care

With the changing face of medicine today, health care professionals are forced to wear two hats: one of medical practitioner and one of management expert. Rice University Executive Education has teamed with Baylor College of Medicine to present the Graduate Certificate in Health Care Management, designed by experts, to sharpen your business acumen.

Who Should Attend

Participants must have a background in health care and experience in a leadership position. This program has been developed for physician executives and other senior health care administrators, including nurse executives, medical directors, and senior administrators of health insurance organizations.

Length of Program

Certificate program – 12 days
(6 modules over a course of six months)

Individual modules – 2 days

Cost

Certificate program – \$9,995

Individual modules – \$2,500

5 participants: 10% discount (\$8,995 /person)

6-10 participants: 20% discount (\$7,996/person)



CERTIFICATE

in Marketing

Customers are a company's largest source of cash flow. To be successful at growing their customer base, firms need to go beyond marketing communication and focus on marketing strategy. This program will help participants take a strategic approach to understanding marketing.

Who Should Attend

The program will benefit those who want to improve their strategic marketing skills beyond the communication and branding function.

Length of Program

Certificate program – 7 days

(Five modules: a three day foundation and four special topic days)

Individual modules – 3 day foundation module & (4) one day modules

Cost

Certificate program – \$7,875

Individual modules – \$1,250 per day

Groups of three (3) or more receive a 10% discount off the program cost.



CERTIFICATE

in Finance & Accounting for Non-Financial Managers

Manage your bottom line – don't let it manage you. This program will demystify your route to financial success and help you develop a well-rounded understanding of language and requirements of financial expectations and performance. These courses will help participants better understand financial reports, utilize the information they contain, and contribute to financial decisions.

Who Should Attend

The program is targeted to those who are new to financial concepts and techniques, as well as any professional who wishes to update his or her knowledge of basic finance and accounting.

Length of Program

4.5 consecutive days

Cost

\$4,995

Groups of three (3) or more receive a 10% discount off the program cost.



CERTIFICATE

in the Emerging Leaders Program (ELP)

As research shows, the process of transitioning from a high-performing individual to an effective “manager of others” is one of the most challenging experiences in a professional’s career. This flagship program is an integrative leadership development course designed specifically for new managers or those preparing for this important transition.

Who Should Attend

Professionals with at least five years of experience who are on the path to become a manager or who have recently transitioned to their first managerial role.

Registrants must apply to the program to ensure their responsibilities correspond with the objectives of the program.

Length of Program

12 days

(Two one-week modules separated by an inter-modular period back on the job)

Cost

Certificate program – \$11,900

Groups of three (3) or more receive a 10% discount off the program cost.



CERTIFICATE

in the Accelerated Development Program (ADP)

Given the current economic uncertainties, general managers today face many new challenges in achieving short and long-term results. This flagship program is an intensive leadership development experience designed for high-potential leaders preparing for general management positions.

Who Should Attend

Professionals with seven or more years of experience in a managerial role or those preparing to move into a position of greater strategic responsibilities.

Registrants must apply to the program to ensure their responsibilities correspond with the objectives of the program.

Length of Program

12 days

(Two one-week modules separated by a four to six week inter-modular period back on the job)

Cost

Certificate program – \$11,900

Groups of three (3) or more receive a 10% discount off the program cost.



CUSTOM

Corporate Programs

Rice University Executive Education is your partner in delivering customized programs for your business. To assist companies in addressing unique organizational challenges, we consider your company's needs, goals, implementation, time and location for an optimized executive learning experience. Whether the issue is of a general nature, such as strengthening leadership skills, or more specific, such as handling the transition to a new technology, we can create a program to meet your organization's challenges.

For more information, contact Michael Grojean, Executive Director, Rice University Executive Education, 713-348-2812.



Map And Driving Directions

FROM U.S. 59

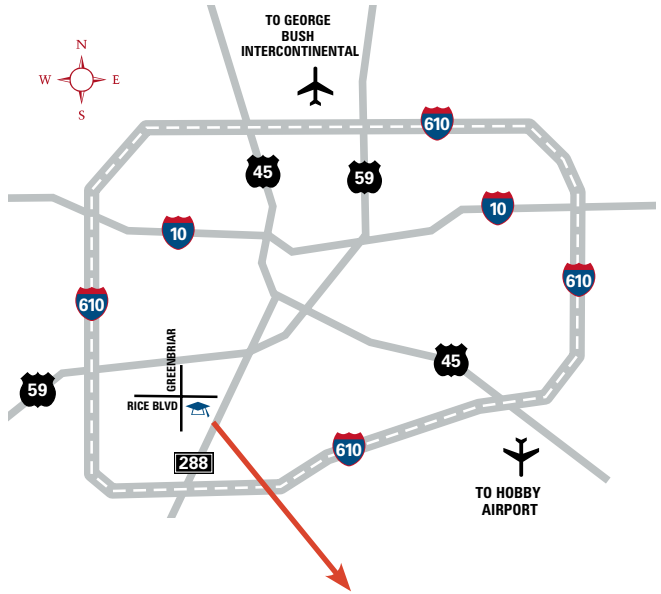
Take the Shepherd/
Greenbriar exit.

Travel South on Greenbriar,
and turn left on Rice Blvd.

From Rice Blvd. take
entrance 20, and turn right
at the second stop sign.

The Jones School will be
on your left. You will see
the entrance to the Central
Campus Garage on your
left.

Parking is available in the
Central Campus Garage
located under the Jones
Graduate School.



FROM THE AIRPORT

Bush Intercontinental Airport
and Houston Hobby Airport
offer many convenient flights
into Houston. Taxi fare will
range from \$50-\$60 one way.
Please allow for traffic
conditions when making
flight reservations.

HOTEL AND TRANSPORTATION

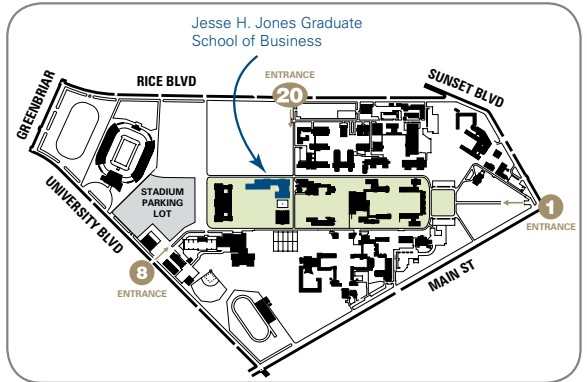
Accommodations for visiting
participants may be arranged at:

DOWNTOWN

Alden-Houston 877-813-1888
Magnolia Hotel Houston 888-915-1110

CLOSE TO CAMPUS

Hilton Houston Plaza 800-HILTONS
Residence Inn by Marriott Houston
(West University) 888-236-2427
Hotel ZaZa 888-880-3244



Shuttle buses are generally available from the listed hotels to take guests to and from campus each day. Please contact the hotels directly to make reservations. Some hotels offer discounted rates; mention that you are a participant in a Rice University Executive Education course to receive these rates.

Please refer to rice.edu/maps for maps and directions.

General Information

REGISTRATION

Register for open enrollment and certificate programs at business.rice.edu/ee. Upon receipt of your online registration and payment, Rice University Executive Education will e-mail a confirmation and receipt. You may also call to register at 713.348.6060. Registration is not complete until we receive payment. We accept checks, American Express, MasterCard, and Visa. Prices, topics, faculty, and dates are subject to change without notice. Rice University is an EEO/AA institution.

DISCOUNTS

Discounts are available for organizations that send three (3) or more participants to a program. The Certificate in Health Care also has group discounts available.

CANCELLATION POLICY

If the registrant notifies Rice University Executive Education of cancellation at least ten business days before the start of the program, a 95% refund will be issued. Refunds take up to six weeks to process. If the registrant does not notify us of cancellation within this time frame, no refund will be issued. Refunds are based upon the registration date of the original class.

COURSE MATERIALS

Participants may receive pre-reading materials and other course materials to be used during class. Payment must be received prior to the start of the course in order to receive these materials.

RICE MBA

The Jones Graduate School of Business at Rice University offers a top-ranked business education in three formats: MBA, MBA for Executives, and MBA for Professionals. These rigorous programs last 22 months and have similar curricula. The MBA program allows students to make a full-time commitment to their education. The MBA for Professionals and the MBA for Executives allow students to acquire an education without career interruption.

Qualified applicants to all programs have a college degree and GMAT scores. Applicants to the MBA for Executives must also have at least 10 years of work experience. Please visit business.rice.edu for more information.

CONTACT INFORMATION

Rice University Executive Education

Jones Graduate School of Business – MS-531
6100 Main
Houston, TX 77005

Phone: 713-348-6060

Outside Houston: 888-332-4989

Fax: 713-348-5131

Email: RUEE@rice.edu

Web: business.rice.edu/ee

Ways to Engage

Corporate Engagement Opportunities with the Jones Graduate School of Business

RECRUIT

- Hire Interns & Graduates
- Participate in Career Forums
- Conduct Student Information Sessions
- Sponsorship of Student Social Activities

ATTEND

- Diversity Weekends
- Rice Business Plan Competition
- Rice Energy Finance Summit
- Rice Health Care Summit & Other Conferences

CONNECT

- Network with Jones Partners
- Engage Your Employees as Speakers and Panelists for Student Clubs
- Work on Business Issues with Faculty
- Market your company culture to students

BENEFIT

- Sponsor an Employee in MBA program
- Participate in an Action Learning Project
- Partner with the Community Capstone Project
- Board Fellow Involvement
- Engagement with Faculty on Industry-Specific Research
- Open enrollment or custom programs in Executive Education
(Preferred pricing for corporate partners)

SUPPORT

- Fund Scholarships
- Sponsor Research Projects, Student Club Activities, Program Events
- Support Social Entrepreneurship
- Develop Tomorrow's Diverse Leadership with Rice Summer Business Institute
- Wright Fund, Student-Managed Investment Portfolio which also funds scholarships

JONES FUND

Providing scholarships, program enhancement, faculty acquisition and other expenses. In FY11, over seventy percent of contributions raised through the fund directly supported recruitment efforts and scholarships for full-time students.





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