

# Auburn University

in Partnership with

» **TOP TIER** | business  
upskilling education



## Advanced Technical Management Certificate Program

Online Program with Live Capstone Conference

**December 1st, 2024 - May 18, 2025**

(Program Orientation: December 1st, 2024  
Registration Deadline: November 28th, 2024)

**Program Fees \$4,600**

# Overview



*Learn the core principles of business to improve your future job opportunities or start and manage your own business.*

Marketing, Leadership, Supply Chain, Information Systems, Innovation, Finance, Sustainability, Commercialization - these are core business topics.

Learn how these core decision areas work and how to integrate them into a coherent business strategy in the Advanced Technical Management program. This six-month, 8-course experiential program explores the key areas of business to provide you with the business foundation to be a more successful manager.

*Our program covers the main topics and content of an MBA in a practical, focused manner created by professors who have taught at the best schools and consulted for the best companies in the world.* However, unlike other top programs that take a year to two years to complete and cost tens of thousands of dollars, our program allows you to get top level business education in a 6-month format, mostly online with a final 3-day executive education style conference on Auburn University's main campus, for less than what it would cost for a typical semester even at a lower tier university. Classes are practical and hands-on with a combination of readings, videos, exercises, cases, and discussions.

Courses are designed to be practical and appropriate for beginning and mid-level managers, especially those in technical areas who need business fundamentals to interact

with business professionals or want to take on more business-oriented aspects of their company.

Though individual work will be the primary focus of the program, you will not be alone. Each student will work with a program Mentor who will help guide the student through the program. Mentors are program graduates themselves and understand the challenges of working through the program while working and maintaining a busy life. Mentors can provide tips and advice on assignments, materials, and other program issues to help students get the most out of the program and complete the program on time.

A key component of the program is the live, 3-day Capstone Conference that takes place in person on Auburn University's campus. Students will participate in live lectures, group discussion, and a simulation exercise that integrates the material learned across the program courses.

*Whether you're a technical professional who wants to understand more about the business aspects of your company or a manager wanting to move up and take on an expanded role, you'll learn the essential business knowledge to increase your opportunities and become a more successful manager.*

# Key Benefits

Explore the dynamics of business, learn keys to decision making in each core business area, and learn how to integrate business decisions to be more successful.

- » Practical business skills that can be applied to current and future work situation or running your own company
- » Upgraded resume / CV for better job opportunities and advancement
- » Credential and training from world renowned professors and a top university
- » Capstone Conference provides an executive training experience interacting with colleagues and professors
- » Mentors aid and help make sure students stay on track and finish program
- » Work at your own pace option to fit your schedule

# Program Highlights

- » **8 Courses** (Sequential classes, each is 3 weeks)
- » **6 Month** Completion Time
- » **5 to 6 hours** per week (Expected workload)
- » **Program Mentor** who has completed the program for each student

# Courses

## 1 Leadership and Organizational Behavior:

What is leadership and what impact does it have on the firm?

## 2 Marketing Strategy

What is marketing, and how can marketing help entrepreneurs and established companies achieve sustainable competitive advantage?

## 3 Supply Chain Management:

What is the supply chain and how will it help/hurt my business?

## 4 Managing Information Systems:

How can a company better use information and technology to its advantage?

## 5 Social Entrepreneurship:

How can companies create sustainable business models while also benefiting society, their communities, and the world around them?

## 6 Budgeting and Finance:

Where does money come from and where does it go when you are trying to run a business?

## 7 Innovation and New Products:

How does a company successfully innovate and develop a new product, either in a crowded market or an innovation new to a market?

## 8 Commercializing Technology:

How does a company establish and manage a company in a competitive market?





# Professors

**Program professors have taught at top ten universities in the world** including: Harvard, INSEAD, Hong Kong University of Science and Technology (HKUST), China Europe International Business School (CEIBS), Columbia, Manchester Business School, etc. They have also consulted and trained managers for top companies including Siemens, IBM, GE, Philips, NetEase, Sony, Nestle', Eli Lilly, Accenture, Unilever, KPMG, Shell, Apple, Michelin, and others.

Our professors come from all over the world, but share a common philosophy. They believe that top-level business education should be available to everyone, not just those who can afford to take a year or two to go to a high-end university and pay high tuition rates. This program was created to offer access to top-level professional business training at an affordable price.



**Howard Ward**  
United Kingdom

## Organizational Behavior

**Academic:** Taught for CEIBS, Manchester Business School

**Corporate:** Consultant for Nestle, L'Oreal, Oppo, Eli Lilly, and Kodak



**Willem Burgers**  
Netherlands

## Marketing Strategy

**Academic:** Taught for CEIBS, HKUST, Columbia, Shanghai Jiao Tong

**Corporate:** Consultant for Alibaba, NetEase, Philips, Lenovo, and GE



**Brian Gibson**  
United States

## Supply Chain Management

**Academic:** Teaches at Auburn University

**Corporate:** Consultant for Accenture, Ryder, IKEA, Unilever, Transfreight, and WC Bradley



**Casey Cegielski**  
United States

## Information Systems

**Academic:** Teaches at Auburn University  
**Corporate:** IT consultant. Partnered with KPMG to create Information Assurance program



**Hedda Pahlson-Moller**  
Canada/Sweden

## Social Entrepreneurship

**Academic:** Teaches for U. of Luxembourg and Sacred Heart U.  
**Corporate:** CEO TIIME, Advisory Board to the Luxembourg Government for Sustainable Development



**Dennis Vink**  
Netherlands

## Strategic Finance

**Academic:** Teaches at Nyenrode, Taught at DTU Denmark, SPJIMT India, USB Africa  
**Corporate:** Consultant for Agrifirm, Gazprom, S&P, ING, Shell, AMRO



**Luc Wathieu**  
Belgium

## New Products and Innovation

**Academic:** Teaches at Georgetown, Taught for Harvard, HKUST, University of North Carolina  
**Corporate:** Consultant and case writer for Apple, TiVo, Tchibo, and Intelliseek



**Daniel Butler**  
United States

## Technology Commercialization

**Academic:** Teaches at Auburn University, Taught at Zagreb School of Economics and Management  
**Corporate:** Consultant for Michelin, Norwegian Cruise Lines, Hilton Hotels



# About Auburn University

***Auburn University is a top-tier Carnegie R1 research university and consistently ranks among the best public universities in the USA.***

Auburn's most recent ranking is in the top 50 among public institutions in the USA.

Auburn is well-known worldwide in areas such as Business, Engineering, Education and others, and is home to the National Center for Additive Manufacturing Excellence. Auburn has particular strengths in business and technology with a strategic focus on cyber security.

Auburn's Harbert College of Business ranked 20th overall for Supply Chain/Logistics, and 25th overall for Accounting programs in the USA.

The online MBA program ranked number 22 as did overall graduate programs in business according to U.S. News and World Report's 2024 Best Online Program rankings.

Auburn's Samuel Ginn College of Engineering ranked number 19 among engineering colleges for online programs according to U.S. News and World Report's 2024 Best Online Program rankings.

Tim Cook (Apple CEO) is an Engineering graduate from Auburn University.

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