

Pursue a Concentration in Business Execution

Strategy is only as strong as its implementation. Olin's seminars in Business Execution will help you learn to use the right tools at the right time to impact negotiation, operational excellence, and accountability leading to met goals and objectives.

Earn a Concentration in Business Execution

Combine four or more seminar days to earn a Concentration in Business Execution.

TIME: 8:30 a.m. to 4:30 p.m.

DATES: For a full listing of seminars and dates, please visit olin.wustl.edu/seminars.

PLACE: The Charles F. Knight Executive Education & Conference Center, Danforth Campus, Washington University in St. Louis

COST: \$825 per seminar

Call **314-935-9494** or e-mail Executive Programs staff at ExecEd@wustl.edu.

2015 Business Execution Courses

Leading and Managing Projects

May 6

Examine advanced stakeholder management methods through an innovative simulation model. The goal is to help you develop and implement your own stakeholder strategy.

What Big Data Is (and Isn't)

June 3

While the field of Big Data remains nascent and somewhat undefined, there are basic tools, organizing principles and techniques for thinking about (and working with) large data sets that are relevant across numerous backdrops. This seminar provides an introduction to the field of big data and helps participants get their arms around a current reality.

Big Data: The New Face of Brand Management

June 4

Today's abundance of information allows for ever more comprehensive analyses of our business environment in ways that involve not just market forces, but also social, regulatory and attitudinal elements that profoundly impact the way brands are perceived. This seminar shows how Big Data concepts and tools can be used to manage and build the health and strength of corporate brands.

Executing the Financial Strategy

October 20

Understand how financial decisions link to overall growth strategy and culture. Plus, learn to integrate value-creation into everyday decision-making.

REGISTER TODAY at olin.wustl.edu/seminars. For more information, call **314-935-9494** or send an e-mail to ExecEd@wustl.edu.

