

University of Washington Minority Business Executive Program (MBEP) 2021 Changes and Curriculum Overview

[University of Washington's MBE Program](#) was able to successfully pivot and modify the curriculum, duration, and modality in 2020 to accommodate the safety protocol and travel restrictions imposed by the changing environment. As a result, we were able to bring together participants from outside the region, even international, adding to the diversity of the class. One of the nice surprises was even with the remote learning, with intentional networking and change to how we approached program design, learning experience was rated just as highly compared to an in-person program.

In 2021, taking what we learned in 2020, we have decided to offer a blended hybrid program that incorporates both online as well as in-person experience. Based on class feedback, we are including some new topics that address current challenges facing the audience, such as legal aspects related to contracts; digital and social media strategy; and DE&I initiatives. Below are descriptions of the curriculum.

Communication Skills: Poor or miscommunication in a workplace can often lead to frustration and a loss of productivity. In order to be a better communicator, it is important to first understand your own style and know what your tendencies might be. During this session, you will become more aware of your communication style, and learn some techniques to identify the styles of others. With this understanding, you will be able to craft and adjust your style to communicate more effectively.

Understanding Financial Statements & Business Performance Evaluation: You will learn to interpret and use accounting data for planning, decision-making, and financial reporting. This session will enhance your understanding of finance principles and practices, including cash flow analysis, capital budgeting, risk, and return.

Negotiation Skills: The goal in these sessions is to help you enhance your negotiation skills. You will be introduced to the various theories and processes of negotiation. We will discuss negotiation principles that are based on research from the fields of psychology, social psychology, sociology, industrial organizational psychology, and organizational behavior.

These sessions are designed to be relevant to a broad spectrum of negotiation problems that are faced by employees and organizational leaders. Specifically, you will develop the necessary skills to discover optimal solutions to problems faced in negotiations, and the best means to implement those solutions.

Digital and Social Media Strategy: Learn how to develop digital and social media strategies that uniquely serve your customers and maximize customer lifetime value. You will also be able to identify brand execution tactics that leverage your strategy and increase product and firm equity.

Leading Organizational Change: The overall purpose of this workshop is to enhance your ability to lead organizational change to increase your organization's performance. The specific learning goals are to equip you with tools to (a) determine the key dimensions of organizational performance, (b) diagnose your organization's current operational state, (c) design a future operational state wherein your organization's performance is improved, and (d) develop a change plan for transitioning from the current to the desired future operational state. The workshop activities are intended to facilitate your development of a preliminary organizational change plan.

Effective Leadership: During the “leadership sessions” of the MBE Program we will provide participants with the opportunity to explore and develop the critical leadership attributes, qualities, skills and competencies needed to create and sustain dynamic organizational success. These sessions will challenge participants to build on their established skills and competencies and to exchange ideas and experiences in a way that enhances leadership throughout their organization.

Special Facilitated Learning from Program Sponsor and Alumni: Learn first-hand what the sponsors of the program value from their suppliers. Also learn from program alumni on how they are applying their learning from the program and get advice on how to leverage class connections and their expanded network.

At-a-glance Schedule

Minority Business Executive Program						
September 19-30, 2021						
Blended Offering: Updated March 3, 2021						
Week 1						
	Wednesday September 1	Monday September 20	Tuesday September 21	Wednesday September 22	Thursday September 23	Friday September 24
AM (1)	Canvas Learning Platform Tutorial on September 1 12:00-1:00pm PT	Impactful Communications 1 <i>Choy</i> 8:30-10:00am PT	Negotiating Skills 1 <i>Umphress</i> 9:00-10:00am PT	Finance 1 <i>Bradford</i> 8:30-10:00am PT	Finance 3 <i>Bradford</i> 8:30-10:00am PT	Negotiating Skills 2 <i>Umphress</i> 8:30-10:15am PT
AM (2)		Impactful Communications 2 <i>Choy</i> 10:30-11:30 PT	Panel on Legal/Contracts 10:30-12:00 PT	Finance 2 <i>Bradford</i> 10:30am-12:00pm PT	Finance 4 <i>Bradford</i> 10:30am-12:00pm PT	Sponsor Panel 10:30-12:30pm PT
PM	Sunday September 19 Orientation and Program Kick-off 3:30-5:30pm PT		Finance Introduction and Homework <i>Bradford</i> 2:00-3:00pm PT	Alumni Panel 1 with 2015-2020 Alums 2:00-3:00pm PT	Alumni Panel 2 with 2008-2014 Alums 2:00-3:00pm PT	Facilitated Shared Learning 1:30-3:00pm PT
EVE						
In addition to the live synchronous class sessions on the schedule, participants will need to spend another 6-8 hours on asynchronous sessions on their own time during week 1 to be better prepared for the week 2 live sessions. These asynchronous sessions include reviewing pre-reading case studies and materials; answering assignment questions, sharing thoughts on discussion board, watching and studying recorded sessions, and/or engaging with faculty remotely.						
Week 2						
LIVE	Sat-Sun September 25-26	Monday September 27	Tuesday September 28	Wednesday September 29 In-Person @UW*	Thursday September 30 In-Person @UW*	
AM (1)		Digital and Social Media Marketing 1 8:30-10:00am PT	Managing Change 1 <i>Bigley</i> 8:30-10:00am PT	Leadership That Shapes the Future 11:00am-6:00pm <i>Bettin</i>	Leadership That Shapes the Future 8:00am-12:00pm <i>Bettin</i>	
AM (2)		Digital and Social Media Marketing 2 10:30-12:00pm PT	Managing Change 2 <i>Bigley</i> 10:30am-12:00pm PT			Followed by Graduation Lunch and Ceremony
PM		Panel on DE&I 1:30-3:00pm PT	Travel Time	Followed by Dinner and Networking on Campus		
* September 29 and 30 time is scheduled to be an in-person gathering at University of Washington Campus in Seattle. Those who are unable to travel or and join in-person, will be able to still participate remotely. In the event it is not safe for an in-person gathering, then we will run the sessions remotely. Travel expenses is not covered by the tuition.						
Schedule is subject to change						