

MANGAGEMENT AND BUSINESS PRINCIPLES FOR SCIENTISTS

Class Dates and Time: January 13 – April 7, Fridays 8:15A-10:15A

COURSE DESCRIPTION:

Course Topics will include:

- Accounting, Financial Reporting, Budgeting, and Cash Management
- Organizational Design, Recruiting, Hiring, Training, Development, Leadership, Motivation, and Compensation
- Promotion, Advertising, Public Relations, Product Development and Management, and Customer Management
- IT, Technology Infrastructure, Data, and Managing Technology
- Facilities and Operations Management, Quality, Efficiency, and Continuous Improvement
- Problem Solving, Data Driven Decision Making, and Project Management

Course Format:

Lecture, discussion, case studies, workshops, and a project conducted in collaboration with a VU/VUMC Core Facility

Course Objectives:

This course is designed to provide a broad-based introduction to business and business management principles. But rather than provide a download of information, the intent is to shape the student—equipping, empowering, inspiring—into a business person. The course will enable to student to understand business and be prepared to become a valuable member of any business community.

Overall Course Objectives:

- Broaden the training of biomedical sciences trainees to include business, business principles, and business tools;
- Integrate professional management training into existing PhD training;
- Prepare biomedical sciences trainees with business tools for traditional and non-traditional careers.

Business-Specific Course Objectives:

- Provide participants with tools and understanding of key financial concepts in order that they can be stronger financial managers and make better financial decisions;
 - Enable participants to understand how management and leadership are essential to success in highly competitive environments, and to teach participants to build effective teams, develop effective culture, and produce high levels of individual and team performance;
 - Help participants understand the importance of internal and external marketing and communication, and to teach participants to use product and service development to gain strategic advantage;
 - Help participants understand the power of systems and controls in delivering effecting operational results, and to teach participants to use performance measurement to improve results;
 - Empower participants with problem solving, project management, and decision making tools and skills.
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