

# IMAGINE

## Overcoming Your Business Challenges.

Achieve your full potential with our Certificate in Business Administration Program.



“ I feel this course has and will continue to pay huge dividends for me personally and my company. I have relearned the power of focus, to trust my instincts. As a leader, I am willing to live with the outcomes of my decisions and learn from them. Believe in myself and think the unthinkable more often.”

-John Lessick,  
Apex Wood Floors



“ My team and I not only developed our strategic plan, but we implemented it...immediately defining and improving our day-to-day operations. The most important thing we’ve done is to make sure that the planning efforts we’ve invested in are summarized in a Customer Bill of Rights, which means we operate through principles and not by rules. This is a very liberating cultural shift. Rules bind, but principles drive people to do their best.”

-Joseph Slawek,  
Flavors of North America



“ The CBAP proved to be invaluable with helping us tackle crucial issues we have struggled with for the last several years, analyze our business from every aspect and focus on the future. As a result, we have developed a strategic plan that will allow us to thrive—not just survive.”

-Cristy Lane,  
Design Resource Center



# CBAP Certificate in Business Administration Program

## **Get the most practical, comprehensive business training available—**

in partnership with one of Chicago's leading business schools. With our balanced mix of education and application, you'll discover world-class techniques for business growth and improvement. Not techniques designed for giant, global corporations—but ones that are right for you.

## **Too busy for a traditional education program?**

Then our accelerated Certificate in Business Administration Program (CBAP) is a perfect fit. It teaches principles and strategies you can implement now to start seeing results tomorrow. In only eight weekends, you'll learn innovative, new tactics to set and get your goals.

## **The CBAP at UIC doesn't give you just data, it gives you direction.**

Your program directors will work side-by-side with you and your team to help you implement your plan and hit your marks.

## **The results?**

A return on investment that's satisfying for both you and your business. Join our award winning program, apply what you learn each weekend, and watch it work for you the very next week in your business.



## **In Just 8 Weekends You Will ...**

### **Improve Profitability—**

you and your company will learn to focus on the most strategic customers and market segments through a time-tested step-by-step growth and improvement system called Management Through Applied Planning® (MAPP).

### **Realize full application of the program—**

you will immediately apply 100% of what you learn to the planning, marketing and operational processes of your own organization. The CBAP is a team-based, quality management program for people throughout the company.

### **Implement your strategy company-wide—**

strategy is developed and deployed as real time projects to improve the entire organization. Projects take root and action plans develop more easily since a strategic consensus has been established by your team.

### **Meet your busy schedule—**

classes meet on alternate weekends and the program design allows you to make up missed sessions at your convenience through one-on-one meetings with program directors.

### **Expand your network—**

this program has been designed solely for owners and top level managers whose business experience and industry expertise is essential to the CBAP's bottom-line effectiveness.

“Going through the CBA process is one that I have never regretted. In the 7 years since, we have gone from a company that had gross sales under \$4 million annually and a single location to a company with gross sales of over \$7 million annually with two profitable locations. Being able to understand the business and work ON it versus understanding it and working IN it is so much better. Better family time, smoother order processing, more open-mindedness to new ideas and products and less stress and strain overall.”

-Kevin Melfi,  
Kel Mel Millwork Company



# Fall 2010

## SCHEDULE & FEES

### **In-Class Sessions:**

The class sessions of the program take place on eight weekends. The typical weekend schedule includes four, three-hour sessions:

#### **FRIDAYS**

SESSION 1: 1:00 p.m. - 4:15 p.m.

SESSION 2: 5:15 p.m. - 8:30 p.m.

#### **SATURDAYS**

SESSION 3: 9:00 a.m. - 12:15 p.m.

SESSION 4: 1:15 p.m. - 4:30 p.m.

### **Fall 2010 Dates**

Wkd 1. Sept 10 & 11

Wkd 2. Sept 24 & 25

Wkd 3. Oct 8 & 9

Wkd 4. Oct 22 & 23

Wkd 5. Nov 5 & 6

Wkd 6. Nov 19 & 20

Wkd 7. Dec 3 & 4

Wkd 8. Dec 10 & 11

### **Location:**

Class sessions and individual sessions scheduled with the Program Directors are held at:

University of Illinois  
Multi-University Center at Oak Brook  
1010 Jorie Boulevard  
Ste. 200  
Oak Brook, Illinois 60523

### **Program Fee:**

#### **\$8,400 per person**

Fee includes classroom education and training, individualized support throughout the program, all course materials and on-line course support.

**For More Details, Call -  
630.472.9300**

## **Our Exclusive MAPP SYSTEM** *Management Through Applied Planning®*

The Certificate in Business Administration Program uses the proprietary Management through Applied Planning® system, a proven, step-by-step approach based on the realities of business growth. With your planning team, you'll build a management system for immediate improvement and long-term growth.

### **Certificate in Business Administration Program at UIC**

**STEP 1**  
Organizing to Plan

**STEP 2**  
Environmental  
Analysis

**STEP 3**  
Strategic  
Direction

**STEPS 4 & 5**  
Implementation  
and Performance  
Development

#### **INDIVIDUALIZED SUPPORT**

Enrollment

Initial Meeting

Weekend 1

Weekend 2

Weekend 3

Weekend 4

Weekend 5

Weekend 6

Weekend 7

Weekend 8

Strategic Plan  
Deployed

### **1. Organizing to Plan**

You'll build a team for successful goal setting – and goal getting! By encouraging communications, you'll build a foundation for fact-based decision making. You'll also identify critical issues and develop your planning process and timeline.

### **2. Environmental Analysis**

You and your team will analyze your company inside and outside. You'll ask questions like "Who are our prime customers?" and "What value do we provide?" You'll decide what's relevant to performance today, while paving a path for tomorrow.

### **3. Strategic Direction**

You'll explore options to grow your business. Focusing on your competitive advantages, you'll work together to define written strategies and objectives. You'll also draft vision and mission statements to drive your plan toward long-term growth.

### **4. Implementation**

This is your goal: Results. You'll build a strategy-driven action plan. Your resources will be focused on the most productive uses. Growth and development plans and process improvement projects will take place.

### **5. Performance Development**

You'll experience an improved quality of life for yourself and your people. Employee loyalty and morale will be strengthened and together you'll fulfill more mutual goals.

Individualized support between program weekends will be available on-line and by appointment at your office to help you and your team reach your goals. No other program in the country offers this commitment in rich resources and hands-on coaching.



CENTER FOR  
enterprise  
DEVELOPMENT

1010 Jorie Boulevard, Suite 108  
Oak Brook, IL 60523  
Ph: 630.472.9300  
Fax: 630.472.9301  
Email: [cbap@ced-uic.com](mailto:cbap@ced-uic.com)  
[www.ced-inc.com](http://www.ced-inc.com)

**UIC** The University of Illinois  
at Chicago

Coleman Chair in Entrepreneurship  
Institute for Entrepreneurial Studies  
(MC 244)  
601 S. Morgan St., Ste. 711  
Chicago, IL 60607-7108

“Strategic planning has become a way of life for us at A.C.T. Inc. If we are not updating our plan or starting a new one, we feel out of sorts. We are in the process of opening our 7th location. Thanks to the strategic planning process, we are all on the same page.”



Nick V. Polizzi, President  
ACT Metal Deck Supply  
with founder, Nick Sr.

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## Overcoming your Business Challenges

### **Sample a CBAP at UIC class session**

Throughout the fall and spring semesters we open several sessions of the CBAP to the public. Experience the CBAP while meeting current participants and instructors. Call our office for upcoming events or visit us at [www.ced-uic.com/sampleclass](http://www.ced-uic.com/sampleclass) and register on-line.

### **Schedule a CBAP orientation session**

This is a free, no obligation discovery and assessment session that allows businesses to quickly take an assessment of their company’s competitiveness and capacity to grow. The CBAP at UIC offers several of the same assessment tools found in our award-winning program for your use before making a decision to enroll. Our program directors will meet with you and your team and discuss potential improvement efforts which can be applied immediately to your business. Call our office for more information or visit us at [www.ced-uic.com/grow](http://www.ced-uic.com/grow) and learn more.

#### ***The Institute for Entrepreneurial Studies at UIC***

Founded in 1982, the Institute for Entrepreneurial Studies (IES) has grown into a nationally acclaimed program, recently ranked by Success Magazine as having the 3rd best entrepreneurial program in the country. Through its unique alliance with the Center for Enterprise Development, IES provides the entrepreneur with a complete one-stop environment for lifetime learning and supportive services in offering the CBAP at UIC.

#### ***The Center for Enterprise Development, Inc.***

The Center for Enterprise Development, Inc. (CED) facilitates organizational change through management education and training. A significant portion of CED's work revolves around the Certificate in Business Administration Program at the University of Illinois at Chicago's Institute for Entrepreneurial Studies. The program, created in 1985, offers business owners and managers an applied alternative to traditional business degrees.

