



ROBERT H. SMITH SCHOOL OF BUSINESS

CENTER FOR GLOBAL BUSINESS

Industry Innovation Executive Training
Maryland Defense Diversification Assistance Program
November 30 – December 1, 2018

Where:

University of Maryland BioPark
Building 2, Suite 100
801 West Baltimore Street
Baltimore, MD 21201

Who Should Attend: The Industry Innovation Executive Training is open to Maryland Defense Diversification Assistance (MDDA) qualified participants only and free to attend (see note).

Instructor: The workshop series will be taught by faculty members from the University of Maryland Robert H. Smith School of Business (see below for links to bios).

What: The Industry Innovation Executive Training provides defense firms with skill building in areas necessary to commercialize their business.

Session topics include:

Session I:

Leading Changes in Strategic Direction - [Cynthia Stevens, PhD](#)

This introductory session offers a blueprint of the leadership capabilities needed to envision and implement the changes needed to pursue commercial opportunities for products and services. We will consider the crucial role of leaders' own values and motives in identifying and communicating opportunities, and pinpoint approaches for increasing effectiveness in launching organizations on new paths.

Session II:

Getting the Right People on Venture Oriented Teams - [Brent Goldfarb, PhD](#)

The module will cover the fundamentals of optimal team composition and team and individual attributes necessary for success in new and novel environments. In particular, we will consider strategies for creating venture oriented teams including common practices for finding team members, pitfalls in these practices, and the role of organizational culture in navigating uncertain new market environments.

Session III:

Using Financial, Managerial and Tax Accounting Information for Strategic Decision Making - [Eugene Cantor, Masters of Law in Taxation](#)

This module covers fundamentals of interpreting and using financial, managerial and tax accounting information in making strategic business decisions. It covers the four general financial statements: income statement, retained earnings statement, balance sheet and statement of cash flows; key managerial concepts used in decision making; and tax aspects of business structures and operations. The module also discusses the use of accounting information when assessing risk through the use of financial ratios.

Session IV

Financial Forecasting - [Sarah Kroncke, MBA](#)

This module will focus on utilizing forecasts to plan for your organization's financial future. We will consider the mechanics of building financial forecasts as well as the strategic decisions affected when planning for growth. Utilizing historical financial statements as the baseline, the discussion will focus on how to project the income statement, balance sheet and resulting cash flows, with particular focus on estimating future revenues and expenses and the associated investment and funding needs to support anticipated growth.

Session V-VI:

Marketing: Segmentation, Targeting, and Positioning - [Rosellina Ferraro, PhD](#)

Marketing's role is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. This module covers the fundamentals of Marketing. It introduces the foundational concepts of segmentation, targeting, and positioning, and how marketing strategy is implemented via the marketing mix. This module also covers key aspects of consumer behavior with a focus on the Consumer Decision Making Process and briefly discusses marketing research methods.

Session VII:

Fundamentals of Contract Law and Joint Venture Agreements - [Gideon Mark, JD](#)

This session of the course will provide an introduction to basic principles of contract law and the drafting of joint venture agreements. The session will focus on issues concerning the formation of the joint venture and the rights and obligations of the parties to the agreement.

Questions? Contact mdda.outreach@maryland.gov or CIBER@rhsmith.umd.edu.

Note: While this event is free to MDDA participants, per our no-show policy states you will be asked to provide a credit card to register. In the event that you do not provide 24 hours notice if you are unable to attend or if you do not show up to the event, you will be charged a \$150 no-show fee.

