MISSION:
We create and disseminate knowledge through collaborative relationships while developing transformational leaders who make business happen.

BUSINESS PROCESS MANAGEMENT CERTIFICATION SERIES:
• Process Mapping, Analysis, and Redesign
• Measuring & Improving Processes
• Process Transformation

JAMES B. HENRY CENTER FOR EXECUTIVE DEVELOPMENT
OCTOBER 8 – DECEMBER 12, 2019

“Credible, entertaining, held our interest. One of the best classes we have taken.”
program introduction:
With information technology redefining operations in almost every industry, managing the “business process” has become more essential than ever. Business Process Management (BPM) is a critical skillset for analysts who design the way work is performed and for managers who must assure ongoing performance improvement.

In order to meet the needs of leaders in a changing business environment, the Eli Broad College of Business is offering the Business Process Management Certificate Series. Through the course of three modules, this series will provide the tools and techniques needed to transform business operations. Participants will learn how to reduce costs, optimize profits, increase capacity, slash service times, provide a better customer experience, and compete through effective process management.

Broad College's Business Process Management Certificate is compatible with the Association of Business Process Management Professionals’ (ABPMP) Comprehensive Body of Knowledge.

key learning outcomes:

After participating in this program, participants will be able to:

• Utilize a toolkit of mapping and modeling techniques to document and analyze business processes
• Locate process flaws that are creating systemic problems
• Evaluate which activities add value for the customer
• Use Lean and Six Sigma tools to streamline workflows
• Interpret data and graphics to manage process performance
• Leverage technology to effectively automate and redesign processes
• Devise innovative process designs based on customer needs
• Identify and prioritize issues that will impact successful process change
• Achieve buy-in from the people who must utilize new processes and technology
• Measure the impact of change
• Assure that new processes are sustainable
• Deliver additional value to current and future customers

who should attend:

Those who will benefit from attending this program are:

• Leaders or members of Six Sigma, Kaizen, or reengineering teams
• Process owners and managers
• Process, workflow, and business analysts
• Functional and project managers
• All types of directors, especially quality assurance, HR, operations, supply chain, IT, and risk management
• Internal change agents
• Candidates for ABPMP certification or recertification
• Managers and consultants who are installing BPM, ERP, CRM or similar technologies
• Senior leaders who are champions of process and technology change

cost:
$3,495. for all three modules. Each module includes a continental breakfast, lunch, and course materials.
You may also enroll in individual modules for $1,295. per module.

Register: broad.msu.edu/executive-education

Schedule:

Module 1: October 8-9, 2019
Process Mapping, Analysis and Redesign: Using Process Analysis to Define and Solve Business Challenges

Eighty-five percent (85%) of an organization's quality and efficiency problems are built into its systems. Learn how to eliminate unnecessary costs and activities that don't add value.

• Identify and understand an organization's true core processes
• Recognize and remove activities that do not add value
• Eliminate system flaws that result in poor quality
• Document processes as part of a knowledge management initiative
• View customer and supplier relationships and their impact on an organization's system
• Engage business leaders, users, and customers in process change efforts
• Dramatically improve efficiency and customer satisfaction

Module 2: November 19-20, 2019
Measuring and Improving Processes: Using Six Sigma Tools to Improve Business Results

85% of an organization's quality and efficiency problems are built into its systems. Learn how to eliminate unnecessary costs and activities that don't add value.

• Identify critical process "pulse points"
• Measure and analyze process performance
• Construct histograms, control charts, and other practical Six Sigma tools
• Determine what level of quality an organization's process can deliver
• Identify problems that limit quality, slow service time, and increase costs
• Evaluate and apply process improvement alternatives

Module 3: December 11-12, 2019
Process Transformation: Improving and Innovating Performance

Learn to dramatically improve efficiency and customer satisfaction.

• Evaluate process performance in relation to strategic goals
• Manage process performance with data and graphics
• Think outside the "process box"
• Use cutting edge techniques to generate ideas for breakthrough performance
• Devise innovative process designs based on customer needs
• Deliver more value to current and future customers
• Plan for the practical and political realities of process change