



MEETING ANNOUNCEMENT MA2006-24

FLICC/American Management Association Leadership Series

# 5-Day MBA Program



Photo: Carol Highsmith

In a working climate that demands excellence every time out, you need the variety of skills that lead to outstanding performance in every aspect of your job. This week-long course distills the core curriculum covered in most university-level graduate business programs. Customized for federal participants, this accelerated learning experience will give you the tools to link, align and integrate the components of your performance plan into a successful business-based system for your agency. **See more detailed information on reverse.**

Save \$2,380 Off The Regular Price!

**Date**—Monday, August 7—Friday, August 11, 2006

**Time**—9:00 a.m. - 4:00 p.m.  
Registration begins at 8:30 a.m. (There is no entry to the Library of Congress prior to 8:30 a.m.)

**Place**—Mumford Room, 6<sup>th</sup> floor, Madison Building, The Library of Congress  
Use the Main Entrance at 1<sup>st</sup> and Independence Avenue, S.E., Washington, D.C.

**Metro**—Capitol South (Orange and Blue Lines)

**Sponsor**—FLICC Education Working Group

**Registration**—\$915/\$940  
Visit the FLICC Educational Programs Web site at <http://www.loc.gov/flicc/feveform.html> to register online. Request ADA accommodations five business days in advance at (202) 707-6362 TTY or [ADA@loc.gov](mailto:ADA@loc.gov).

**Information**—Call FLICC (202) 707-4813; TTY (202) 707-4995

**Cancellations**—Cancellations must be called into the FLICC office (202-707-4813) 48 hours prior to the start of an educational program or the full fee will be charged.

5-Day MBA Program

Register online at <http://www.loc.gov/flicc/feveform.html>.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

**Payment Method:**

Bill the \$915 registration fee to my agency's FEDLINK Education/Training (FT) account. To establish an FT account or add funds to an existing account, contact the FEDLINK Fiscal Hotline at 202-707-4900.

FEDLINK ID \_\_\_\_\_ OCLC Symbol \_\_\_\_\_

Attached is a standard government training form (e.g. SF182 or DD1556) or other billable document for the registration fee of \$940. The Library of Congress will bill my agency based on this document. Originals of these forms must be submitted onsite at registration.

Charge the \$940 registration fee to my agency's government credit card. (Do not include the account number; FEDLINK will contact the credit card holder listed below.)

CARD HOLDER \_\_\_\_\_ PHONE \_\_\_\_\_

**Registrations are not complete until your FT account balance has been verified or other appropriate documentation is received.**

# 5-Day MBA Program

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Designed for anyone interested in obtaining an effective, broad-based overview of the functional areas often covered in university-level MBA programs, AMA's five-day MBA course will provide you with a strong business foundation and enable you to function more effectively and efficiently in today's evolving government environment. You'll come away with an effective framework of knowledge for making informed business decisions and the ability to identify the most effective business tools and strategies you need for your federal library or information center to support your agency's overall mission.

The program curriculum will help you

- ✓ play a more influential role in your agency's decision-making process
- ✓ develop an effective organization and successfully manage people
- ✓ broaden your overall management perspective
- ✓ achieve your personal and organizational goals
- ✓ learn the language of business and communicate effectively to any audience
- ✓ develop a leadership style that works for you
- ✓ refocus on the critical areas of federal appropriation and fiscal laws, accounting, economics and finance, marketing, competitive strategy and management leadership and organization
- ✓ hone your skills to act more strategically
- ✓ create a network of high-level peer contacts

Each of the five seminar sessions discusses key management concepts and brings that subject to life with practical examples and case studies. The course covers

## **Accounting**

- Understand basic accounting concepts, federal fiscal laws and their relevance to your library or information center.
- Define your key financial performance measures and learn how to improve them.

## **Finance**

- Understand federal appropriations laws and how these affect your programs.
- Evaluate projects to determine if they are practical and desirable from a financial perspective.

## **Strategy**

- Understand basic concepts and the importance of developing a competitive strategy within your library or information center and how it fits into your agency's planning.
- Successfully deploy and communicate your strategy to staff members and agency decision makers.

## **Marketing**

- Learn the role of marketing and the marketing perspective for libraries and information centers.
- Understand the 5 Ps of marketing—positioning, product, pricing, placement (distribution) and promotion—and their importance to your program's success.

## **Management**

- Understand the principal roles of a manager and the basic functions of management.
- Analyze and understand leadership styles for use in day-to-day applications.
- Apply different approaches to motivation for back-on-the-job situations.
- Take steps to institute more durable organizational changes.