

CCI Weekend Executive Program  
DEVELOPING BUSINESS ACUMEN  
**REGISTRATION FORM**

Name \_\_\_\_\_ Name for badge \_\_\_\_\_  
Position/Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

**Registration Fee** (See reverse side for details)

- CCI Member     CCI Non-Member  
 Academic Partner/Chapter     CCI Baruch Student Member

**Program Remittance** \$ \_\_\_\_\_

**Method of Payment**

- Check # \_\_\_\_\_ (Important! Please make check payable to CCI at Baruch College/CUNY)  
 American Express     VISA     Mastercard

Name on card \_\_\_\_\_  
Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
3-Digit Security Code (located on the back of the MasterCard/VISA) \_\_\_\_\_  
Signature \_\_\_\_\_

**Corporate Communication International at Baruch College/CUNY**  
55 Lexington Avenue B 8-233 New York, NY 10010  
Tel: 646.312.3749 | Fax: 973.270.0039 |  
cci@corporatecomm.org | www.corporatecomm.org



*CCI Weekend Executive Program*  
**DEVELOPING BUSINESS ACUMEN**

*Corporate Communication International ...  
The first choice for information and  
knowledge on corporate communication*



**Corporate Sponsors**

- Honeywell  
Johnson & Johnson  
Medco Health Solutions, Inc.  
MMCC Group Limited  
Pfizer Inc  
Prudential Financial, Inc.  
Siemens Corporation

**Chapters**

- Baruch College/CUNY  
The Hong Kong Polytechnic University

**Academic Partners**

- Australian Journal of Communication & the Writing, Editing & Publishing Program, University of Queensland  
Centre for Corporate Communication, Aarhus University  
Dept. of Communications, Aalto University School of Economics  
Master in Corporate Communication, IICS – Instituto Internacional de Ciências Sociais (Brazil)  
Wee Kim Wee School of Communication and Information, Nanyang Technological University  
CCI endorsed journal:  
*Corporate Communications: An International Journal*

**CORPORATE COMMUNICATION INTERNATIONAL**  
at Baruch College/CUNY

*A CCI Weekend Executive Program for  
Communication Professionals*

**DEVELOPING  
BUSINESS ACUMEN**

Friday, February 17, 6:00 PM – Sunday, February 19, 2012, 1:00 PM  
Baruch College/CUNY, New York, NY

*Communication officers report the need for corporate communicators to develop an expanded skill set, with even greater emphasis on business acumen and the ability to articulate ideas and to persuade others. Through its Weekend Executive Programs, CCI's objective is to close the gap by providing focused seminars for communication strategists ... 'must have' knowledge for an ever changing and demanding business environment.*





## CCI Weekend Executive Program

### DEVELOPING BUSINESS ACUMEN

In CCI surveys, communication officers report the need for the development of an expanded skill set, with even greater emphasis on business acumen and the ability to articulate ideas and to persuade others. Through its Weekend Executive Programs, CCI's objective is to close the gap, providing professional communicators the fundamental knowledge they need to succeed in an ever changing and demanding business environment. As communication strategists, this knowledge is no longer a 'nice to have', but a 'must have' to exercise their role as counsel to management and to the corporation.

In this seminar, through a combination of lecture, case analysis, small group discussion, and individual presentations; course participants will learn to apply business disciplines to practical problems confronting corporations today. The course is fast-paced and extensive preparation is required outside the classroom.

#### PROGRAM TOPICS

##### • ECONOMICS

Where do prices come from? Why can some firms raise prices while others cannot? How do prices communicate information to producers and consumers? What role do costs play in determining prices? Course participants will learn to apply basic microeconomic theory to the pricing issues companies face in a competitive marketplace.

##### • ACCOUNTING

What is financial accounting? How does it work? What useful information can be obtained from a careful review of a company's financial statements? Course participants will be introduced to the fundamental concepts of accounting and will learn to interpret the financial data in annual reports and SEC filings.

##### • FINANCE

Corporations obtain external financing primarily from banks (lenders) and the capital markets (investors). Lenders and investors put their capital at risk expecting to receive an attractive return on investment. Course participants will be introduced to the tools and techniques necessary to understand both sides of this marketplace: the time value of money, risk, and rates of return.

##### • STRATEGY

Fortifications have been located on hilltops for centuries – and with good reason. They are easiest to defend and most difficult to attack. Corporate strategy similarly attempts to identify market positions that offer attractive rates of return and reasonable defenses against encroachment by competitors. Course participants will learn what it means to "think strategically," and will have the opportunity to identify the strengths and weaknesses of the corporate strategies used by selected corporations.

#### PARTICIPANT PROFILE

CCI Weekend Executive Programs are intended for communication professionals serving in corporations, NGOs, or government; or those in firms counseling to these entities. They may be selected by their management to attend or they may elect to attend as a professional development opportunity. It is held over a weekend to encourage attendance from across the nation and the globe.

#### ABOUT CCI

##### Corporate Communication International

CCI, founded in 1999, is a world-class research-driven educational center dedicated to enhancing the performance of corporate communication as a strategic management function. CCI offers the best thinking in the current theory and practice of corporate communication to practicing professionals, scholars, and university students through professional briefings, symposia, multi-day forums and executive programs, international conferences, traditional publications, and electronic and on-line media.



#### Forum Faculty

##### TOM SNELL

Partner,  
David Jeffrey Associates

Tom Snell is a corporate finance professional with experience advising U.S. and European corporations on issues surrounding shareholder value. He is currently a partner with David Jeffrey Associates where he trains European bank lenders in credit risk analysis. He was a Managing Director at J.P. Morgan, where he worked for 20 years as a specialist in mergers and acquisitions (M&A) advisory, financial analysis, and private equity. While at Morgan, he served as Head of M&A for the firm's Paris Office, co-head of European M&A in London, and as an investment officer of J.P. Morgan Capital Corp., the private equity investment arm of J.P. Morgan. He left Morgan in 1998 to become a founding partner of Marsh & McLennan Securities Corp., a subsidiary of Marsh & McLennan Companies, Inc. (MMC), where he headed the Insurance Advisory Group. In 2004 he assumed responsibility for compliance training at MMC where he developed and implemented training for over 50,000 employees in over 100 countries. He has developed a multidisciplinary graduate seminar combining economics, accounting, finance and marketing for corporate communication graduate students at Baruch/College CUNY. He holds a Master of Business Administration from the University of Chicago Graduate School of Business and a Bachelor of Arts with honors from the University of North Carolina at Chapel Hill where he was a Morehead Scholar.

## CCI Executive Program Registration Information

#### How to Register:

**Phone:** (973) 270-0038

**Fax:** Completed Registration Form to (973) 270-0039

**Email:** cci@corporatecomm.org

**Mail:** Return the completed Registration Form with payment to:  
Christina Genest, Associate Director  
Baruch College/CUNY  
11 Forest Avenue  
Morris Plains, NJ 07950

#### Accommodations

CCI has arranged for the availability of rooms at the Park South Hotel, located at 124 East 28th Street, three blocks from Baruch College/CUNY, at the rate of \$139.00 USD plus tax (14.75% City and State taxes + a \$3.50 New York City occupancy tax) per night for a Superior Queen room. To be assured of receiving this discounted rate, please make your reservation no later than January 13th. After this date they would be pleased to hear from you and will provide you with the best rate possible given availability. To make your reservation please contact the Park South Hotel at 212-204-5226. Be sure to indicate you are with CCI.

For more information on the Park South Hotel, visit [www.parksouthhotel.com](http://www.parksouthhotel.com). Amenities include a complimentary European-style breakfast buffet. Please note that the Executive Program will open Friday, January 17 at 6:00 PM with a dinner at the Park South Hotel.

#### Registration Fees\*

	By 1/13/2012	After 1/13/2012
<input type="checkbox"/> CCI Member	\$980	\$1,080
<input type="checkbox"/> CCI Non-Member	\$1,180	\$1,280
<input type="checkbox"/> CCI Academic Partner or Chapter		\$780
<input type="checkbox"/> CCI Baruch Student Member		\$580

\*Cancellation Policy: A \$200 administrative fee will be applied before January 13, 2012. No refund will be provided after January 13, 2012. Substitutions are welcomed.