UNC KENAN-FLAGLER BUSINESS SCHOOL | The Power of Experience UNC Executive Development

BUSINESS AND HUMAN RESOURCES: Leading HR and your organization into the future

Tuition: $5,750*

Overview

Business and Human Resources: Leading HR and Your Organization into the Future has been re-designed to equip senior HR leaders with the most up-to-date business knowledge and skills needed to operate in today's rapidly changing, global business environment. By attending this new program, senior HR leaders will acquire the business competencies needed to move their organizations forward.

Who should attend

Senior HR leaders who want to:

- Gain a broad understanding of the business principles and emerging trends that are shaping the future of global business
- Be responsive to changes within their organizations and in the external, global environment
- Gather and use information to make informed business decisions
- Develop proficiency in communicating in the language and methods of business
- Make the business case to achieve buy-in and support from key stakeholders
- Consult with business leaders around strategic decisions that have human capital implications
- Build processes and programs that demonstrate measurable business outcomes
- Demonstrate the value that HR brings to the organization

What attendees say

"I really feel that by applying the concepts learned in this program, I was able to gain a better understanding of my organization and its challenges."

Alexis Balkum, Human Resources Director, Turner Broadcasting, Inc.

*Tuition includes accommodations, materials and most meals.
To encourage group participation, multiple participant discounts are available.
Subject to change.

Visit www.bhr.uncexec.com

Business environment

The business world is changing — globalization, economic downturns, demographic shifts, talent shortages, increasing regulation and new technologies — all leading to global, business innovations that will have workplace implications. More than ever, senior HR leaders will need to understand how developments in the external environment will impact their organizations as they will be called upon to make human capital decisions that drive their organizations' top and bottom lines.

These business innovations will also force senior HR leaders to redefine their roles in their organizations. Senior HR leaders will need to operate in strategy-setting roles that clearly demonstrate overall business contribution. Resources will continue to be limited, and senior HR leaders will need to know how to compete effectively for these limited resources.

Key benefits

– The Business and Human Resources program will be delivered by an international business school faculty with global expertise in strategy, accounting, finance, operations, marketing and business innovation. By working with business faculty from outside the HR area, participants will see the "big picture" and discover new areas where they can provide expert advice to their business leaders.

– The Business and Human Resources program is offered in partnership with the Society for Human Resource Management (SHRM).

– Participants will earn 37.5 recertification hours.

– This program meets the Human Resource Certification Institute's (HRCI) strategic requirement for SPHR (Senior Professionals in Human Resources).

Key takeaways

Senior HR leaders will learn how to:

– Work more effectively with their business leaders

– Focus on what is important vs. what is urgent

– Develop good ideas that will payoff for the firm

– Frame ideas that will sell in the C-suite

– Connect HR metrics with firm metrics that count

– Increase HR's relevance and influence in the firm

– Reshape the HR function into a world-class service organization

– Develop an action plan that can be implemented on Monday

Program Content

Business in a Global, Post Industrial World

- Understand the shift from industrial to post-industrial organization and competition
- Explore the forms of organization that are emerging in the early 21st Century as a consequence of information and communications technology advances made in the 1990s
- Recognize the core of 'global' strategy and the challenges of building world class, globally competitive organizations
- Assess how competitively organizations are organized for competition in the global, post-industrial world

Financial Reporting & Analysis

- Understand basic financial statements and how global and other economic challenges impact these statements
- Learn how to analyze financial statements in terms of profitability, liquidity, leverage and other indicators of financial strength
- Explore opportunities where HR can impact firm performance and position the organization for the future
- Recognize the importance of financial information in making strategic human capital decisions

Strategy Formulation & Implementation under Uncertainty

- Understand corporate and business strategy and its connection with firm performance
- Explore the challenges of strategic planning in uncertain environments
- Learn basic tools and frameworks used to formulate strategy under all conditions
- Apply these tools and frameworks in the context of uncertain situations
- Recognize how an effective human capital strategy can drive firm performance

Evaluating Business Decisions

- Explore how companies create value
- Recognize the impact of business decisions on the valuation of the company
- Analyze and isolate the fundamental determinants of company value
- Understand how to use business decisions for creating and delivering value
- Use financial tools to demonstrate the impact of human capital decisions on firm value

Making the Business Case

- Learn how to prepare and present a business case to the CFO
- Understand how to recognize and emphasize the drivers of business results
- Use a finance-based framework for valuing the contributions of human capital decisions to stakeholder value
- Recognize how to avoid common mistakes in analysis and presentation

Designing, Managing & Improving Operations

- Explore key operations concepts used in any business enterprise (service- and production-oriented)
- Examine key decisions faced by operations managers and the tools used to make these decisions
- Understand the impact of outsourcing and offshoring in today's global business environment
- Discover how the principles of operations can be applied to talent management
- Recognize how operations concepts can be used to improve HR processes and how HR issues impact the operations of a firm

Managing the HR-Marketing Interface: Objectives, Opportunities & Challenges

- Understand the role of marketing in the modern firm with emphasis on exploring the opportunities and challenges faced by marketers during difficult times
- Explore how HR can help marketers meet current and emerging challenges
- Learn how HR can increase its organizational relevance and influence by becoming more customer-focused and by building an efficient and effective service organization
- Discover specific approaches to enhance the quality, efficiency and effectiveness of HR services

Strategic Change through Technology & Business Innovation

- Examine how technology processes and other disruptive innovations are impacting business entities, markets and customers
- Explore strategies and organizational arrangements being adopted by innovative organizations in their quest for successful competition in the marketplace
- Recognize the importance of continuous innovation
- Build a culture of innovation so that new ideas surface
- Learn how to apply a strategic resource allocation framework to human capital decisions

Our facilities

The Business and Human Resources program is held at the Rizzo Conference Center in Chapel Hill, North Carolina. The Rizzo Conference Center offers unparalleled conference venues, meeting facilities and hotel accommodations that are designed and built to encourage meaningful reflection and lasting learning.

How to apply

You can apply online for this program by:

- Clicking on the "Apply for Open Enrollment" button in the right hand side of the UNC Business and Human Resources webpage
- Clicking on the "General management program application" link under the "Application Information" heading
- Filling in the requested information and clicking on "Submit"

Please call 1-800-UNC-EXEC if you need assistance with the registration process.

For more information

Visit www.bhr.uncexec.com, call 1-800-UNC-EXEC or email uncexec@unc.edu for program dates and additional information on UNC's Business and Human Resources program.