



MINI-MBA:
CRUMMER CERTIFICATION IN
BUSINESS MANAGEMENT
INFORMATION SESSION
APRIL 30, 2025

Crummer
Graduate School of Business
Rollins College

Proud **Tradition.**
Bright **Future.**

INFORMATION MEETING LOGISTICS

*If you cannot hear the audio for the session, please use the dial in feature
(New York location) to listen by phone.*

<https://rollins-edu.zoom.us/j/87032687057?pwd=gllxfNh66suXE6UMnPIQeSUC4as0eO.1>

Meeting ID: 870 3268 7057

Passcode: 856501



CRUMMER MINI-MBA

The accelerated learning experience consists of 13 distinct modules that include interactive discussions, readings, case studies, and problem-solving exercises. The Mini-MBA is created to provide you with:

- An overarching view of the various functions within a business organization.
- A solid foundation in business theory and practices.
- Immediately actionable information and business tools.
- Concepts that are applicable to every industry and businesses of all sizes.
- Exposure to current management topics and business trends.
- Ways to think more strategically and manage more effectively.
- The ability to communicate more effectively across functional lines.
- The capacity to link business knowledge to results.
- Formal Certification, acknowledging achievement of your expertise in Business Management.

CRUMMER MINI-MBA

Topics Include:

Managerial
Communication

Leading with AI

Economic
Environment

Organizational
Strategy

Creating
Customer Value

Cash Flow and
Financial Health

Global Supply
Chain
Management

Power of Teams

Design Thinking
AND MORE!



WHY THE CRUMMER MINI-MBA?

- The program is grounded in the practical knowledge that can help professionals enhance their performance by making more informed business decisions.
- Participants gain new management skills and explore the latest tools to competitively lead and succeed.

- Siemens Energy
- Mitsubishi Hitachi
- Finrock Enterprises, Inc.
- The Walt Disney Company
- Marriot International
- Nautique Boat Company
- Red Lobster
- Elevate Orlando
- Walgreens
- Holiday Inn Club Vacations
- Coca-Cola
- Stanley Black and Decker
- Wyndham Destinations
- Universal Orlando Resort
- Darden Restaurants
- Western Union
- Harbor House of Central Florida
- Sherwin Williams
- State Farm
- & more!

PAST ATTENDEES' ORGANIZATIONS



WHO WILL I LEARN FROM?


- Mini-MBA at Rollins College has been in place for over three decades. It is one of our most popular executive education offerings, serving as a real-world toolkit for manager growth and development.
- The faculty for the Crummer Certification in Business Management are also the same faculty who have made the Crummer MBA #1 in Florida according to *Forbes Magazine*.



WHAT WILL I GAIN?



- An overview of management skills that will help you think more strategically and lead more effectively
- Exposure to current management topics and business trends
- The ability to work and communicate more effectively with each functional area of business using the “language of business”
- Exposure to top-quality faculty who offer practical and immediately actionable business knowledge
- A network of professional peers from a wide variety of businesses and industries throughout Central Florida
- Formal Certification in Business Management



CRUMMER CERTIFICATION IN BUSINESS MANAGEMENT (CCBM) OR CERTIFICATE OF COMPLETION

- Certification exam is optional, but included in tuition
- Requires attendance at 10 of the 13 classes, for either option
- Online study guide
- Passing rate of 80%
- Exam is “open note”
- Letter grade can be provided to company’s HR department for tuition reimbursement

WHAT TOOLS WILL I TAKE AWAY?

- Leadership assessment
- HBR Articles
- Case Studies
- Faculty Presentations
- Dropbox with presentations and pre-work from the program



PROGRAM LOGISTICS

- Class Dates: June 7 – July 27, Graduation on August 2
- Taught by Crummer full-time & adjunct faculty
- Tuesday and Thursday evenings, 6:30 – 9:30 p.m. And two full Saturdays in-person
- **Early-Bird Discount through April 30: \$2,945.25**
- **Tuition \$3,465** per person for the entire 6-week program.
- Tuition includes all program materials, parking, exam, program certification, and graduation reception
- Continuing Education Units (CEUs) verified upon request



2025 SCHEDULE

Date	Time	Week	Evening Class (3 hrs per session)	Session	Modules	Prior Faculty	Modality
7-Jun	8:30 am - 4:30 pm		Saturday	Orientation - EQ/Assessment/Power of Teams	1 + 2	K.Jentsch, Ph.D.	In person (Only)
10-Jun	6:30 pm - 9:30 pm	1	Tuesday	Understanding the Economic Environment	3	Dan Biller, Ph. D.	In person/Hybrid
12-Jun	6:30 pm - 9:30 pm	1	Thursday	Navigating the Global Supply Chains	4	James Rappold, Ph. D.	In person/Hybrid
17-Jun	6:30 pm - 9:30 pm	2	Tuesday	Assessing Financial Health	5	Halil Kiymaz, Ph. D.	In person/Hybrid
19-Jun	6:30 pm - 9:30 pm	2	Thursday	From Cash Flow to Value	6	Halil Kiymaz, Ph. D.	In person/Hybrid
28-Jun	9:00 am - 12:00 pm	3	Saturday (AM)	Defining and Understanding your Client	7	Tracy Kizer, Ph. D	In person (Only)
28-Jun	1:00 pm - 4:00 pm	3	Saturday (PM)	Creating Value for Customers	8	Tracy Kizer, Ph. D	In person (Only)
			<i>Project Week</i>	<i>No Class - 4th of July</i>			
8-Jul	6:30 pm - 9:30 pm	4	Tuesday	Managerial Communication: Learn, Listen, and Lead	9	Josh Hammonds, Ph. D.	In person/Hybrid
10-Jul	6:30 pm - 9:30 pm	4	Thursday	Organizational Strategy: What It Is and Why It's Relevant to You	10	Greg Marshall, Ph. D	In person/Hybrid
15-Jul	6:30 pm - 9:30 pm	5	Tuesday	Leading with AI - The Formal Pursuit of Useful Answers from the Data	11	Jay Liebowitz, D.Sc	Remote/Virtual Only
17-Jul	6:30 pm - 9:30 pm	5	Thursday	Design Thinking	12	Anne Stone	In person/Hybrid
22-Jul	6:30 pm - 9:30 pm	6	Tuesday	Operations: Aligning Processes to Organization Strategy	13	James Rappold, Ph. D.	In person/Hybrid
7/25-7/27				Certification Exam			Remote - Canvas
2-Aug			Graduation	Rollins Campus			In person



WHAT OTHERS HAVE SAID...

- *Engaging and dynamic*
- *Professor was engaging and personable*
- *Amazing, long-lasting impact*
- *The professor is an expert in his field and approachable with questions*
- *Excellent! I really enjoyed his lectures!*
- *This has been one of my favorite courses and has given me the most to reflect on as to how I improve my current business*
- *The professor had a dynamic personality and well-prepared presentations*
- *I enjoyed this assignment and real-world application*
- *The professor was supportive of our ideas and allowed each team to be successful with their vision that they expressed in the breakout sessions*
- *I enjoyed the case study and class interaction*
- *Very passionate leader*



WHAT OTHERS HAVE SAID...(CONTINUED)

- *Very good info and examples, very relevant*
- *Excellent! Not a finance hater anymore!*
- *I appreciate the opportunity to complete the formulas in the spreadsheet to better understand how to calculate in our own company*
- *The game was a nice touch to better understand the challenges of the global supply chain*
- *The professor was a caring and warm individual*
- *Very clear instruction and engaging*
- *I appreciate the professor's outlook and how he inspired the class to look closely at core values*

MANAGEMENT & EXECUTIVE EDUCATION CONTACT INFORMATION

Molly Dawson

Program Manager

mldawson@rollins.edu

Office: 407-628-6354

THANK YOU!



Crummer Mini-MBA Webpage