

**The Certificate in Teaching Business Successfully empowers managers who have a desire to teach.** You will learn strategies, best practices, tips and techniques to effectively prepare and teach cases, lead class discussions and prepare for teaching responsibilities.

Sessions employ a variety of teaching techniques including mini-lectures, questions, case discussions, role playing and exercises. Periodically there will be "time outs" to do short meta-analyses of class activities to bring underlying structure to the surface for examination.

#### INFORMATION

teaching-business@willamette.edu  
www.willamette.edu/mba/tbs  
503-808-9920

Instructor James G. Clawson, University of Virginia's Darden School, an expert on case method teaching, leadership and career management.

May 16-17, 2008  
Willamette University — Portland Center  
Portland, Oregon

Willamette University — Portland Center  
1120 NW Couch St, Suite 450  
Portland, OR 97209

Teaching Business Successfully —  
Empowering managers with a drive to teach  
[www.willamette.edu/mba/tbs](http://www.willamette.edu/mba/tbs)

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## Teaching Business Successfully: A Workshop for Executives Who Want to Teach Tomorrow's Managers

Atkinson Graduate School of Management  
Willamette University — Portland Center

[www.willamette.edu/mba/tbs](http://www.willamette.edu/mba/tbs)

## WHO MAKES A TRULY SUCCESSFUL TEACHER?

Willamette University's Atkinson Graduate School of Management presents an innovative 1 1/2 day program for executives who aspire to perform as effectively as they do in business and academics who want to improve their teaching. If you've ever thought about teaching, this program will provide you with the tools you need to be an effective teacher, trainer or consultant.

## WHO SHOULD ATTEND

Managers and senior executives with at least five years of experience in business — and the drive and desire to teach in collegiate degree or management development programs. Faculty who want to excel at case method teaching. Enrollment is limited to 28 participants to promote interaction and networking.

The approach is highly interactive and will model the processes and techniques discussed in class. The seminar begins with careful attention to the issues and concerns of the audience (consistent with adult learning theory) and quickly moves to deeper assumptions about learning and teaching. The sessions tend to be high energy, fast paced and often profound. Participants are highly engaged.

## WHAT TO EXPECT

Participants will complete an online self-assessment exercise about their own learning styles. Most of the sessions use cases as a basis for discussion. The seminar also draws heavily on *Teaching Management: A Field Guide for Professors, Consultants and Corporate Trainers*, written by instructor Jim Clawson and his colleague Mark Haskins. Copies will be supplied.

## WHEN AND WHERE

Friday, May 16 (4–9:30 p.m.)  
Saturday, May 17 (8 a.m.–4 p.m.)

Willamette University Portland Center  
1120 NW Couch Street, Suite 450  
Portland, Oregon  
Parking will be validated and food will be provided.  
Visit [www.willamette.edu/mba/tbs](http://www.willamette.edu/mba/tbs) for more information or to register online.

Program Fee: \$795 (\$595 for Portland Business Alliance members)

## INSTRUCTOR

### James G. Clawson

Professor of Business Administration James G. Clawson heads the Leadership and Organizational Behavior Area at the University of Virginia's Darden School. He also teaches and leads executive education programs. His research addresses issues of leadership, career management, management development and mentoring. He has authored four books, numerous articles, and written or supervised the writing of more than 100 cases on a variety of topics. Clawson has consulted with corporations and organizations on organizational design, management development, career management, managing change, leadership development and human resource management. He also has taught at the International University of Japan as a visiting professor.



## EXPECTATIONS AND TAKE AWAYS

Participants should bring their energy, creativity and enthusiasm for teaching as well as a willingness to share, learn and interact with the instructor and other participants. Readings, teaching tools, food and parking will be provided.

Through the TBS Program you will:

- Assess your learning style and adapt it to student learning styles.
- Draft a syllabus.
- Acquire tips and tools for teaching through case discussions.
- Frame questions designed to promote interaction.
- Draft your own cases to achieve learning objectives.
- Manage student interactions.
- Translate management skills into teaching skills and vice versa.

Visit the Certificate in Teaching Business Successfully website for details, information about fees, and to complete a registration form: [www.willamette.edu/mba/tbs](http://www.willamette.edu/mba/tbs). Enrollment is limited to 28 participants to promote interaction and networking. Registrations will be accepted first-come, first-served.

Register now!

Phone: 503-808-9920

Fax: 503-808-9903