

The Joint Avraham Y. Goldratt Institute/University (Executive) MBA Program Alliance Symposium

The Real Enterprise Solution



A holistic approach
to management
education in the
21st century...

Total Functional Integration

JEMBA Symposium Dates

Presented as part of

TOC World 2000
St. Paul, Minnesota

Pre-Symposium Workshop
July 16, 2000

JEMBA Symposium
July 17 through 21, 2000

Symposium Objectives

- Present the Theory of Constraints (TOC) as a viable platform for enhancing (E)MBA and executive education programs
- Establish alliances with universities that have a desire to formally integrate TOC across their curriculum and /or use TOC to focus or establish research efforts

Symposium Outcomes

- Rigor and relevance can co-exist and be mutually supportive
 - Learn TOC Thinking Processes (TOC/TP), tools that enable anyone to use the rules of logic and rhetoric, “cause-and-effect” and “necessity”
 - Gain a system understanding and why it is the way it is
 - Find ways to improve the system by altering or challenging the currently prevailing assumptions regarding causation (*creative thinking*)
- Develop an interdisciplinary model for management education through an *integrated* systems approach

Symposium Outcomes

- Teach business students new knowledge and skill sets to make innovative business process improvements for tomorrow
 - TOC's system-wide perspective and the implications for enterprises
 - The crucial third dimension missing from many management theories...*HOW to cause the change (communicate & collaborate)*
- Explore TOC's applicability to improve personal teaching, course content and/or direction for research

“Take-withs”

- Pre-symposium workshop
 - An Introduction to TOC
 - How to construct and communicate day-to-day conflicts (negotiations) and evaluate “half-baked” ideas (Yes...BUTs).
- Symposium
 - Sufficient knowledge and material to enable delivery of TOC logistics
 - TOC-based EMBA program proposal, curriculum proposal, and TOC reference list
 - Implementation plan to integrate TOC into existing curricula
 - Sufficient information to formalize a Joint Alliance Agreement with AGI

The JEMBA Symposium Faculty

Operations Management	Dr. James Holt Washington State University - Vancouver
Accounting & Finance PMP	Dr. Charlene Spoede, CPA, CMA, CFM, Baylor University
Project Management	Dr. Janice Cervený Florida Atlantic University
Marketing	Dr. Marjorie Cooper Baylor University
Strategy	Dr. Rex Draman St. Edwards University
Integration & Rollout	Dr. Alan Leader Seattle University
Integration & Rollout	Dr. Richard Peschke Moorhead State University

Plenary Session Description

Day 1

Managing Operations: Getting To “Where It Counts” Performance

Plenary Leader: Dr. James Holt

The plenary session examines the message behind the book, *The Goal*. The session explains that all systems have few constraints which control the whole system and how the interdependencies of the system's components cause problems, yet are key to systemic solutions. The five steps of ongoing improvement outlined in *The Goal* are introduced and applied to a variety of process environments. Drum-Buffer-Rope is explained and extended to the whole supply chain for cooperative and non-cooperative units.

Plenary Session Description

Day 2

Measuring Performance: Throughput Accounting

Plenary Leader: Dr. Charlene Spoede

The plenary session begins with the development of traditional cost accounting as a valid measure for “piece-part” industries and explains how today’s view of the “pieces of the puzzle” impact cost, profit, and investment centers, as well as how budgets as performance measures impact the organization as a whole. The session engages the audience with “The Futuro Case Study” to examine the differences between traditional cost accounting, activity based costing, and throughput accounting. Emphasis is placed on the difference between internal and external reporting and the information needed for making good management decisions.

Plenary Session Description

Day 3

Making Real Progress: Unleashing the Power Behind Project Management

Plenary Leader: Dr. Janice Cerveny

The plenary session begins with portraying the need for the successful management of projects due to their increasing importance in creating and sustaining a competitive advantage in the market. The session engages the audience in understanding the chronic problems inherent in any project undertaking and how Critical Chain Project Management (CCPM) is used for improved control and management decision-making in projects. The plenary concludes with a presentation of CCPM-based results.

Plenary Session Description

Day 4

Actualizing The Vision: Marketing & Sales

Plenary Leader: Dr. Marjorie Cooper

The plenary session begins with understanding Marketing's role in performing activities that facilitate "successful" (win-win) exchanges, and how these activities are contingent upon the performance of the other organizational activities. The session engages the audience in exploring how Marketing's role and expertise should focus on boundary-spanning facilitation between relevant "audiences" both internal and external to the organization. The plenary concludes with a presentation of the unrefuseable offer to the market, and use of the Six Phases of Buy-In to increase sales.

Plenary Session Description

Day 4 (continued)

Immunizing The Future: Strategic Competitiveness through TOC

Plenary Leader: Dr. Rex Draman

The plenary session examines one of the messages behind the book, *It's Not Luck*, and the development of strategy at the various levels, from operations through corporate. The session ties together the ideas and concepts presented in the previous plenary sessions. The session engages the audience with the development and presentation of a TOC-based process for an organization to be strategically successful. The plenary concludes with a brief discussion that focuses on how these concepts have been applied in organizations and the resulting improvements they have provided.

Plenary Session Description

Day 5

Joint AGI/University EMBA Program Alliance Rollout Related Issues

Plenary Leaders: Dr. Alan Leader and Dr. Dick Peschke

This session uses the power of the “Yes, BUTs...” to raise and resolve issues related to a TOC-based EMBA program rollout. As part of this session, a “strawman” program proposal, curriculum proposal, and TOC reference list are provided as the basis for discussion. By the end of the session, participants will have an implementation plan that identifies the milestones required to effectively deliver a TOC-based EMBA program.

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Who should attend:

Administrators and faculty of business and management education. Chief Learning Officers, Chief Knowledge Officers, administrators and faculty of corporate universities and learning centers.

Pricing:

Pre-symposium workshop - \$100.00USD per person
JEMBA Symposium - \$2,000.00USD per person

Academic Jonahs call Steve Simpliciano, Dean of AGI Academy or Rika Visser, Assistant to the Dean at (203) 624-9026

Individuals may attend. In instances where at least one faculty from each department of business or management is represented, the symposium fee for an administrator is waived.

Payment method:

Major credit card, check, purchase order, or invoice

To register:

Register on-line at: www.goldratt.com
Fax the registration form to: (203) 624-9026
Contact Client Services: (203) 624-9607

The Joint Avraham Y. Goldratt Institute/University (Executive) MBA Program Alliance Symposium

Dates:

Pre-symposium workshop - 16 July 2000
JEMBA Symposium - 17 to 21 July 2000

Symposium Site:

Radisson Hotel Saint Paul
11 East Kellogg Boulevard
Saint Paul, Minnesota 55101

**Hotel Reservations
and Rates:**

Telephone (651) 292-1900 or 1-800-333-3333. \$119 per night plus tax single or double occupancy. Be sure to mention "Goldratt" to receive the special conference rate.

**Hotel Check-In and
Check-Out Times:**

Pre-Symposium: July 15 (check-in)/July 22 (check-out)
JEMBA Symposium: July 16 (check-in)/July 22 (check-out)