Our open-enrollment AMP program is May 16-27, 2016, and covers management skills and key topics required for continued success in today’s business environment.

Tuition for the 10-day Applied Management Principles program, held Monday through Friday in daily six-hour time blocks over two consecutive weeks, is $5,495.

We offer special tuition rates for Purdue alumni, faculty and staff; discounts for multiple attendees from the same company; group pricing; and a 10% discount on tuition for EdAssist client employees. Contact Donna Steele, Senior Program Manager, at 765-494-7595 or amp@purdue.edu for special tuition rates.

Ideal for entrepreneurs, personnel directors, supervisors and all business professionals taking on a higher-level leadership position, AMP offers courses taught by internationally recognized Krannert faculty and provides an opportunity to earn 4.5 CEUs (continuing education units).

Read on for more about AMP 2016 courses.
Accounting
Frequently referred to as the “language of business,” accounting is used to communicate financial information about a company to external parties (e.g. shareholders) and internal parties (e.g. managers). You will be introduced to the use of accounting in both of these contexts, and will learn how to understand financial statements and how to use accounting in managerial decision-making.

Compensation
Improve your ability to motivate, engage, and retain others. Through a combination of lectures, exercises, and videos, you will learn practical tools about performance management that can be implemented within your current work domain to help yourself and others reach your/their full potential.

Economics
Using tools from microeconomics, macroeconomics, game theory, and behavioral economics, this segment examines the environment within which firms operate. An understanding of the economic fundamentals that drive efficiency, effectiveness, and competitive advantage is essential for managers, particularly in turbulent times.

Entrepreneurship
This entrepreneurship course focuses on how to reduce commercialization risk in technology-based ventures. You will learn how to build business models around an idea or technology; develop value propositions that truly address the needs and problems of your customers; identify your core and secondary customers, their purchase influences, and the best channels to reach and retain them; and how to establish the key resources, activities, and partners required to bring your idea or technology closer to commercialization.

Finance
Better understand the concepts and tools required to make value-maximizing decisions. Financial management concerns itself with two fundamental questions that every firm faces: What projects should the firm undertake and how should the firm obtain the funds necessary to undertake them?

Law & Ethics
Gain an understanding of the legal environment as it pertains to business organizations and of the ethical considerations and social and political influences that affect such organizations.

Marketing
Explore the keys to a successful marketing strategy and its implementation. Analyze key marketing concepts, focusing on the core concept of delivering superior value to customers, and acquire basic skills in analytical approaches to strategic marketing issues.

Negotiations
This skills class provides you a practical introduction to negotiation concepts and tools. It is a skills class. Through a combination of methods including cases, role plays, discussions and lectures, this course will help you improve your ability to negotiate deals and solve problems in everyday work and non-work situations.

Operations
Get introduced to the operations function in both manufacturing and service organizations. Learn the role of management in overseeing, designing, and controlling the process of production of goods or services. The focus will be on ensuring that operations are managed to meet an organization’s strategic goals.

Strategy
Strategic management focuses on the “big picture” questions of business: What determines total corporate performance of an entire business enterprise? Why do some companies succeed, while other companies fail? And what - if anything - can managers do about it?