

# CBMI 2021 – Course Descriptions

## First-Year Participants

Individuals participating for the first year attend 8 classes (26 hours of instruction) which are designed to provide participants with an overview of higher education. First-year participants have the option of choosing either Fundamentals of Accounting (*Introductory*) or Problems in Accounting (*Advanced*).

### Course #1110 Auxiliary Services

**Panel: David Looney, Sarah Nikirk, and Sally Wiatrowski (Moderator: Bill Redwine)**

The type of services requested by students today differs from that of their predecessors. The need to change many of the traditional services offered by campus service organizations is significant. Freedom of choice, variety and flexibility are the challenges facing today's service providers. This session focuses on the basic services offered by colleges and universities and the changes that need to occur if customer satisfaction is to be sustained. The types of changes will be discussed including their financial benchmarks. Methods of cost analysis and their financial impact will be discussed. Representatives from three institutions (large, medium, small; public and private) will describe what services are provided by their unit and how auxiliary services supports the mission of their institution. The panelists will also share how auxiliary services has played a role in supporting their institution during COVID-19.

### Course #1120 The Business of Higher Education

**Instructor: Jairy Hunter**

This course presents an overview of the organization, administration, and critical role of college and university business affairs in the educational process. Lectures and discussions will focus on effective leadership practices, business affairs issues, and challenges facing college business professionals.

### Course #1130 Fundamentals in Accounting

**Instructor: Mary Fischer**

This course discusses the relationship of accounting to all other elements of management information and to functions of management. The course covers principles of fund accounting, accounting details and reporting standards for various funds based on Financial Accounting Standards Board (FASB 117), Governmental Accounting Standards Board (GASB 35), NACUBO's Financial Accounting and Reporting Manual for Higher Education, and other pronouncements of FASB and GASB. Selected financial ratios and indicators of financial statements will be discussed.

### Course #1135 Problems in Accounting

**Instructor: Jerry Farley**

The basic concepts of college and university accounting will be reviewed. Emphasis will be placed on FASB and GASB standards. Issues and problems which commonly confront a college and university accounting office will be addressed, as will acceptable accounting practices and standards in reporting and how to treat special problems and concerns encountered. Recommended for those with some experience in college accounting.

#### **Course #1140 Basic Purchasing Policies**

***Instructor to be announced***

This course provides a general overview of the role of purchasing in an institution of higher education, the organization of the purchasing operation, and the responsibility that purchasing has to the campus community and suppliers. Also provided will be a detailed discussion of the fundamental business and ethical principles on which purchasing is based. Emphasis will be given to techniques utilized to achieve the twin objectives of service to the campus community and savings to the institution.

#### **Course #1150 Human Resources**

***Instructor: Mark Coldren***

This course will provide an overview of the human resource management function at institutions of higher education. Participants will obtain a foundation of information related to processes and techniques for effectively recruiting, interviewing, developing and retaining qualified staff in the higher education setting. This session reviews basic elements of the human resource process including job analysis, recruitment, selection, orientation and development, performance management, compensation and benefits. Techniques to be applied in each of the elements and interdependencies will be discussed.

#### **Course #1170 Facilities Management**

***Instructor: Jeff Zumwalt***

This course presents an overview of the function, organization, and management of campus facilities.

#### **Course #1180 Student Affairs**

***Instructor: Scott Verzyl***

Anybody can do Student Affairs, right? That statement might have been true fifty years ago, but in today's highly-functional institution of higher education the work of Student Affairs requires a high degree of professionalism; strong philosophical and educational core values; keen boundary spanning skills that foster relationship management and collaboration with a long list of internal and external stakeholders; advanced execution of the key functional areas normally assigned to divisions of student affairs; and the ability to manage on behalf of the institution what are often bizarre contingencies (threats and opportunities to one's institution). The student affairs course will explore these concepts. Additionally, the course will provide exposure to the significant issues facing college students and how changes in the characteristics and composition of student populations as well as evolving market and societal conditions affect and make more complicated divisional as well as institutional goals, programs, and services (including those provided by the offices assigned to business affairs). A focus on the trends and issues facing institutions of higher education from the student affairs (functional areas) perspective as well as the organizational and working relationship of student affairs and business affairs will be discussed. The role the senior student affair officer plays in managing the division of student affairs, providing institutional management, molding institutional services, and advancing admissions and retention efforts will be shared. At the conclusion of this session you may be surprised: not everyone can actually do student affairs work, and in fact, many others don't want to!

**Course #1190 Your Executive Presence: Becoming Visible & Being Sponsor Ready**

***Instructor: Teri Bump***

Do you have the communication skills to be heard, the gravitas to gain respect and an appearance that garners positive professional interest? Those with executive presence get noticed and sponsored. This fast-paced session will share research on the how, what, and why of being visible, sponsored, and promoted. Everything here is a choice that can be learned and integrated in ways that accentuate your strengths and professional presence. Dr. Sylvia Hewlett discovered that executive presence is a dynamic combination of what you say, what you do, and how you show up. These elements are not equal but are all essential to develop if you desire to drive your professional trajectory. Both being a leader and being perceived by others as a leader will be critical to your success. We will take a look at our communication, gravitas, and appearance so we can identify and embody the executive presence required to make our own choices and control our destiny.