



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

UC San Diego
EXTENDED STUDIES

Business Management Course

»»»»» 2023 - 2024 «««««

What you will learn:

- Explain and practice the influence of personality, values, attitudes and perceptions of organizational behavior through the application of motivational theories to organizational scenarios.
- Analyze and apply leadership theories, including power bases and influence tactics.
- Explore the role marketing plays in any organization.
- Develop a practical understanding of cost-effective marketing strategy and product planning/development.
- Examine case studies, apply findings and themes to real-world challenges as a means to guide strategic-decision making.
- Skills critical to professional success and/or success in postsecondary education (creativity, collaboration, communication, presentation, organization and problem solving, resilience and growth mindset, among others) are infused throughout the program.



*Please note this program is a cohort. Enrolled students will take all 3 classes together and in order.

When: Mondays Where: Teen Center

Time: 4:00pm - 7:00pm FREE and OPEN to all

Course Schedule:

What to Expect:

High School Students!

❖ **Organizational Behavior**
8/28/23-11/6/23

*No class: 9/4/23

❖ **Elements of Marketing**
1/8/24-3/25/24

*No class: 1/15/24, 2/19/24

❖ **Business Decision Making**
4/1/24-6/10/24

*No class: 5/27/24

❖ **This program runs from August 2023- June 2024**

❖ **Upon completion of all classes you will receive a certificate from UCSD**

❖ **All Textbooks and materials will be provided**

❖ **Each class is about 3 hours per week. Classes will take place in the Teen Center.**

❖ **Food will be provided**

❖ **Celebrations throughout length of program!**



SCAN ME TO REGISTER OR FOLLOW THE LINK: <https://forms.office.com/r/R03jw3Mkzy>

Questions? Esme Pena | cpena@ymcasd.org | 619 264 0144 ext 1744