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Mini-MBA™ for Dentist - Curriculum

Module 1: Health Care Economics and Insurance

Evelyn F. Ireland, CAE, Executive Director, National Association of Dental Plans (NADP)

Topics will include:

- The Health Care Sector and the dental care industry's position in it,
- Federal Law, Regulations, and Guidance including ACA/ Obamacare and its Impact on dental plans and
- Insurance, setting fees, and reimbursement.

The presenter can articulate trends and address dentists' concerns or particular troublesome incidents. She is in a position to provide this feedback to her member plans.

Module 2: Business Finance and Financial Markets

John Longo, PhD, CFA, Clinical Associate Professor, Finance and Economics, Rutgers Business School

Topics will include:

- How Financial Markets Work,
- Time Value of Money,
- Risk and Return,
- Valuation of your business, and Mergers and Acquisitions.

It will feature case studies and interactive exercises that will give you a better understanding of the financial marketplace and financial transactions that affect your business.

Module 3: Personal Finance and Financial Planning

Ajay Kaisth, CFP, CRPC, National Association of Personal Financial Advisors (NAPFA)

Topics will include:

- Personal Finance,
- Portfolio Management,
- Retirement Planning, and Estate Planning.

It is geared toward the preservation of capital and smart tax moves. The presenter represents an organization dedicated to the advancement of Fee-Only comprehensive financial planning and is not pitching services for any particular firm.

Module 4: Business Law: Protection Strategies

John P. Little, DMD, JD

Topics will include:

- Malpractice suits and State Board complaints,
- Necessary insurance policies and the importance of incorporation,
- Employment Law Issues, and Transition Issues such as practice sales/purchases.

The presenter is a practicing dentist and attorney.

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Module 5: Procurement for Small Business

Kevin Lyons, PhD, Assistant Professor, Supply Chain Management & Marketing Sciences, Rutgers Business School

Topics will include:

- Steps of the purchasing process,
- How to create a formal purchasing program.

The presenter is a former Chief Procurement Officer and oversaw millions of dollars in transactions. The session is geared toward how to be an astute shopper and save money.

Module 6: Accounting for Small Business

C. Daniel Stubbs, Jr., CPA, Clinical Associate Professor, Accounting and Information Systems, Rutgers Business School

Topics will include:

- Understanding Small Business Income Statements,
- Understanding Small Business Balance Sheets, and
- Understanding Statement of Cash Flow Analysis.

It will cover cash management, accounts receivable, and accounts payable. Taught by a CPA, this session will provide you with the capability to understand your money and to be able to ask intelligent questions of your accountant.

Module 7: Traditional Marketing and Advertising

Marc Kalan, Instructor, Supply Chain Management & Marketing Sciences, Rutgers Business School

Topics will include:

- Branding your business to stand apart from other practices,
- The pros and cons of print media, direct mail, and broadcast media,
- How customers find you, and
- How to make cost effective decisions.

The session will include consideration of state regulations on advertising and marketing as well as the differing needs of general practitioners vs. specialists. The presenter has many years of practical business experience as an executive at marketing and promotion firms.

Module 8: Digital Marketing and Social Media

Mike Moran, President, Mike Moran Group, LLC

Topics will include:

- Navigation through the digital landscape,
- Demystification of social media,
- How customers find you, and
- How to make cost effective decisions concerning web sites and digital marketing consultants.

The presenter is an internationally known expert formerly with IBM.

Rutgers Business School-Newark and New Brunswick

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 Rutgers Accounting Research Center/Continuous Auditing & Reporting Lab
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