

Second Annual Business & Accounting Week

"Succeeding in the Global Economy"

MARCH 25 – 28, 2013

CPCC Central Campus, 1201 Elizabeth Ave., Charlotte, NC



MONDAY, MARCH 25, 2013

MARKETING: Social Media Marketing on the Rise

Presenter: April D. Boland, marketing specialist at Center for Marketing Leadership McGraw-Hill Higher Education

When/Where: 10:30 – 11:20 a.m., Overcash Center, Tate Hall

Details: Through rapidly advancing social services such as Facebook, Twitter, LinkedIn, Instagram, YouTube and Pinterest, the way we communicate is fast-changing. In order to survive the competitive and dynamic global environment, organizations are changing the way they communicate with customers, employees and the general public.

This presentation is brought to you by CPCC's Marketing Program.

TUESDAY, MARCH 26, 2013

INTERNATIONAL BUSINESS: U.S. Grand Strategy: Peace and Conflict Management

Presenter: Dr. Robin Dorff, leading expert on U.S. national security policy, dean of the College of Humanities and Social Sciences and professor of Political Science and International Affairs at Kennesaw State University

When/Where: 11 a.m. – 12:30 p.m., Overcash Center, Dale F. Halton Theater

Details: WWI, WWII, Vietnam and the Cold War led to the reformulation of U.S. policy, strategy and commitments to international alliances/partners. During this Global Issues Forum event, Dr. Robin Dorff will share his views on the characteristics, challenges and implications of policy reformulation in this period of heightened uncertainty post 9/11. This has implications on foreign relations, global business management and trade.

This presentation is brought to you by the Global Learning Office and CPCC's International Business Program.

WEDNESDAY, MARCH 27, 2013

HUMAN RESOURCES MANAGEMENT: Personal Branding and Networking

Presenter: Kirk Brittain, business partner at Novant Health Presbyterian Hospital

When/Where: 11:30 a.m. – 12:20 p.m., Overcash Center, Tate Hall

Details: The responsibility for developing a successful career rests primarily with YOU. As a consultant advising business customers, Kirk Brittain focuses on how to improve productivity by optimizing employee performance. He will share the tips you need to know to effectively brand yourself and network your way to the top!

This presentation is brought to you by CPCC's Human Resources Management Program.

BUSINESS ADMINISTRATION: Financial Institutions Adapting to Change

Presenter: Ricky L. Jones, senior vice president, Bank of America

When/Where: 6 – 7:15 p.m., Overcash Center, Tate Hall

Details: Changes to the global economy have brought about new regulations. Ricky Jones will discuss new government regulations affecting the financial services industry and the resulting impact on consumer finances.

This presentation is brought to you by CPCC's Business Administration Program.

THURSDAY, MARCH 28, 2013

ACCOUNTING: I Am, I Can and I Will: A Guide to Entrepreneurship

Presenter: Dr. Joe Louis Dudley Sr., inspirational speaker, humanitarian, co-founder and chief executive officer of Dudley Products, Inc.

When/Where: 9:30 – 10:45 a.m., Overcash Center, Tate Hall

Details: Dr. Joe Louis Dudley's career began with a \$10 investment in 1957. He is now a multi-millionaire and co-founder of one of the largest African-American owned manufacturers and distributors of ethnic hair care products and cosmetics in the United States. Dr. Dudley will share his secrets of success with aspiring entrepreneurs. Following the presentation, attendees are invited to a reception in the Hall Building, Room 304 (above the Barnes & Noble Bookstore).

This presentation is brought to you by CPCC's Accounting Program.

www.cpcc.edu/business_accounting

The Division of Business and Accounting wishes to thank all who made this week possible.

Professional Development credit is available to CPCC employees.