



DEALER EXECUTIVE EDUCATION AT BABSON COLLEGE

THE SECOND CLASS OF THE DEALER EXECUTIVE EDUCATION AT BABSON COLLEGE WILL BE CONDUCTED ACCORDING TO THE FOLLOWING SCHEDULE:

Module 1—August 1-5, 2011

- Developing Strategies for Innovation and Growth
Fostering Effective Manufacturer Relationships

Module 2—September 12-16, 2011

- Leading in a Dynamic Environment
Assessing Your Dealership's Operation and Financial Footprint

Module 3—December 12-16, 2011

- Strategic Human Resources Management
Living Within the Law: Regulations and Compliance

Module 4—February 13-17, 2012

- Optimizing Assets to Improve Profitability
Managing Your Image: Media and Public Relations

Module 5—April 23-27, 2012

- Managing for Long Term Success
Planning the Future of Your Estate

Module 6—June 4-8, 2012

- Marketing and Experience Innovation
Negotiating for the Win-Win

Graduation—June 8, 2012

APPLICANT INFORMATION

LAST NAME, FIRST NAME, MI, SUFFIX

EMAIL ADDRESS

STREET ADDRESS (HOME)

CITY, STATE, ZIP CODE

HOME PHONE, CELL PHONE

EMERGENCY CONTACT PHONE, INTERNATIONAL PHONE # (IF OTHER THAN US), COUNTRY (IF OTHER THAN US)

EMERGENCY CONTACT - LAST NAME, FIRST NAME, MI, SUFFIX

CURRENT JOB TITLE

YEARS IN THIS POSITION, YEARS EMPLOYED FULL-TIME IN INDUSTRY, EDUCATION COMPLETED

EMPLOYER INFORMATION

DEALERSHIP NAME

STREET ADDRESS

CITY, STATE, ZIP CODE

DEALERSHIP PHONE, DEALERSHIP FAX

DEALERSHIP WEB SITE

LIST ALL FRANCHISES SOLD AT YOUR DEALERSHIPS

