



Cybersecurity – The Essentials To Your Organization’s Survival

News of cybersecurity threats and cyber-attacks dominate the headlines far too often. It's clear that cybersecurity is today's #1 concern. As organizations collect valuable data, they become targets of criminals seeking to exploit vulnerable systems. The CIO and the CISO should no longer exclusively hold the keys to your company's protection.

Whether technical or strategic, a cyber-attack puts every aspect of your business in danger - from supply chains to the workforce, intellectual property to customer information. As a result, cyber risk management has become a vital element of business operations, and mitigating risk has grown from security and technology specialists to become an essential skill for the C-Suite, executive business leaders, and analysts.

The Bottom Line: If you don't know cybersecurity, you've put your organization, your customers & your own livelihood in jeopardy.

The Cybersecurity for Executives Certificate Program at USF prepares you with the latest knowledge and strategies to identify threats, manage operational hazards, and keep your brand reputation intact. Combining industry thought leaders and top experts, the USF Cybersecurity for Executives Certificate Program provides you with the skills you need to protect the integrity, security, and confidentiality of your data assets.

Join Our 4-Day
In-Classroom Program – \$4,995

Includes breakfast, lunch and networking events. Please bring your own device (laptop/tablet) for online assignments.

Sample Program Schedule*

DAY 1

8:30-9:00	Welcome & Orientation
9:00-12:00	Cybersecurity Strategies
1:00-4:30	Managing Threats & Vulnerabilities
5:00	Networking Event

DAY 2

8:30-12:00	Risk Assessment Tools
1:00-4:30	Cybersecurity Leadership

DAY 3

8:30-12:00	Legal & Compliancy Issues
1:00-4:30	Cyber Hygiene
5:00	Networking Event

DAY 4

8:30-12:00	Responding To The Cyber Crisis
1:00-4:30	Managing Implementation

** Program subject to change*

Learn more at usf.edu/business/certificates/cybersecurity.aspx or (813) 586-3302

Program Summary

The USF Cybersecurity for Executives Certificate Program is a rigorous 4-day curriculum led by prominent Cybersecurity experts, many of whom advise governments, agencies, and industry bodies around the world. The program brings together executives, experts, innovators, and regulators to address Cybersecurity from a business point of view. Break away from the daily routine and immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and cyber cultures. Increase your understanding of the latest security technologies, and how to employ these technologies to reduce threat-risk at your firm. Arm yourself with the latest knowledge and strategies to identify threats, manage operational hazards, and keep your brand reputation intact. Combining industry thought leaders and top experts, you will develop the skills you need to protect the integrity, security, and confidentiality of your data assets.

Learn more at usf.edu/business/certificates/cybersecurity.aspx.

MODULE 1 – Cybersecurity Strategies	MODULE 2 – Managing Threats & Vulnerabilities
<ul style="list-style-type: none"> ▪ Introduction to cybersecurity ▪ Making the business case for cybersecurity ▪ Develop a cybersecurity strategy 	<ul style="list-style-type: none"> ▪ Identify threats and vulnerabilities to your data ▪ Understand the threat actors and their motivators ▪ Assess your main threats to business data
MODULE 3 – Risk Assessment Tools	MODULE 4 – Cybersecurity Leadership
<ul style="list-style-type: none"> ▪ Anti-viruses, firewalls and encryptions ▪ Process the metrics needed to measure risk exposures ▪ Managing and interpreting risk assessment reports 	<ul style="list-style-type: none"> ▪ Building and managing your cybersecurity teams ▪ Addressing Human Resources and compliance issues ▪ Cybersecurity management tools and techniques
MODULE 5 – Legal & Compliance Issues	MODULE 6 – Cyber Hygiene
<ul style="list-style-type: none"> ▪ Understanding the regulatory environment ▪ Develop an approach to work with your legal and compliance department ▪ Ensure access to protected data is authorized 	<ul style="list-style-type: none"> ▪ Identifying your personal responsibility ▪ How to prevent the #1 threat to your business ▪ Maintain system health and improve online security
MODULE 7 – Responding To The Cyber Crisis	MODULE 8 – Managing Implementation
<ul style="list-style-type: none"> ▪ Regulations and standards ▪ Response, data collection and processing ▪ Managing through a breach 	<ul style="list-style-type: none"> ▪ Understanding change management for cybersecurity ▪ Creating organizational structures for managing cybersecurity ▪ Resolving critical implementation issues

Meet Our Program Faculty



Dr. Ronald Sanders

Ron has over 45 years of experience leading, studying, and supporting government organizations, achieving an international reputation as a public management thought

leader, visionary and innovator. He's been a Fellow of the National Academy of Public Administration for over a decade, and held such esteemed positions as VP of Booz Allen Hamilton, Associate Director of National Intelligence, and the US Intelligence Community's first Chief Human Capital Officer.



Sri Sridharan

As the Managing Director and COO for the Florida Center for Cybersecurity, Sri oversees the entire cybersecurity initiative, developing projects and creating relationships between industry

experts, both national and local, and educational leaders and researchers statewide. Prior to joining the center, he led both established and start-up companies, holding top management positions. Sri has three Master's degrees in Computer science, Mathematics and Applied Mathematics.



Terry Roberts

As the Founder, President and CEO of WhiteHawk Inc., Terry built the first Cybersecurity Online Exchange that enables continuous access to tailored learning, smart buying, and

connections to the best products, services and insights industry wide. With over 30 years of intelligence experience, her work focuses on requirements, planning and implementation of intelligence and communications technologies, software and architectures.



HON. Mike McConnell

Mike has over 40 years of experience in international development and foreign intelligence. He's a Senior Executive Advisor of Booz Allen Hamilton, serving on the firm's

leadership team and leading cybersecurity business focused on policy, transformation, homeland security, and intelligence analytics. He spent 29 years as a US Navy Intel Officer and member of the National Security Council managing the US Intelligence Community's global engagement.



Michael Brice

Michael has over 28 years of experience providing technology, security and related cybersecurity consulting solutions. for multiple industries. In the US Marine Corps, he received specialized

training by the National Security Agency in Signals Intelligence. He's held executive positions leading IT strategy and related enterprise software services, and as co-founder of BW Cyber Services, he provides cyber-consulting to multiple NFA and SEC Members, and one of the world's largest hedge funds.



Michael Richter

As an Attorney at Skadden, Michael's practice focuses on complex commercial litigation and cyber related matters, with a wide range of cases involving FX transactions, derivatives and

purchase agreements. He also supports Skadden's cyber team, assists in client efforts to prepare for cyber events, and trains in-house counsel at large corporations on how to prepare for, respond to, and mitigate the risks associated with cyber related events.

USF Faculty: Industry Leaders, Professionals And Educational Experts

Our roster of experienced practitioners and USF Faculty are experts in their area of focus. Together, they deliver a unique blend of vision, inspiration and practical skills to challenge your thinking and present new concepts to help you drive innovation, improve performance and excel your organization to new levels of success.

Online Program Offering

The 10-week online session provides you the ability to complete the USF Cybersecurity for Executives Certificate Program at your own pace and in your own space. The online format will consist of videos, readings, group discussions, exercises, quizzes, and faculty office hours. Program topics include strategies, risks, threats, legal, response, implementation, and modules exclusive to the online program.

Distinguish Yourself As A Leader With Your USF Cybersecurity for Executives Certificate!

The USF Cybersecurity for Executives Certificate provides you the differentiating factor. Immerse yourself in an intensive, collaborative learning environment to reach your goals. Your certificate proves you've completed the intense executive program, as well as the cumulative capstone project. Walk away with confidence and your own, professional Cybersecurity Portfolio. **Enroll today!** www.usf.edu/business/certificates/cybersecurity.aspx

Partner With USF – Customize Programs For Your Organization

Grow the learning power at your company with custom experiences designed just for you. Let USF provide your executives and professionals a substantive and transformational skillset for longlasting impact on their business performance. Work with our design team to discover your pain points and skill gaps and discuss customized options that best fit your requirements and budget. From industry-specific changes to existing USF programs, to completely new curriculum designed expressly for your company and your continued implementation, we'll work together until the program is just the right fit for you.

The Cybersecurity for Executives Certificate Program

at the University of South Florida is offered in connection with the USF Muma College of Business, the USF School of Public Affairs, and the Florida Center for Cybersecurity.

