

Certified Business Professional (CBP) in Business Management

5 days

Description

The CBP Business Management training and certification program is geared towards persons interested in pursuing a career in management or improving their management skills. The course provides essential information and skills required by professionals who make decisions important to the direction and performance of an organization or business.

The course is recommended for managers, supervisors or individuals desiring to successfully supervise or manage business processes effectively and efficiently. Students are required to have a commitment to the pursuit of excellence and have completed, or be in the process of completing, a high school or secondary school diploma or similar educational standards.

Prerequisites

- None

Course Outline

Module 1: Introduction to Business Management

- What is Management?
- Styles of Management
- The Business Environment
- Laws Affecting the Business Environment

Module 2: Business Skills for Managing

- Leadership vs. Management
- Effective Decision Making
- Business Communication
- Strategies for Team Building
- Business Plan Development
- Time Management

Module 3: Organize and Prioritize

- How to Organize Paper and Computer Files
- How to Prioritize Tasks
- Other Forms of Organization
- Develop an Effective Writing Style

Module 4: Delegation without Micromanagement

- Trusting Employees
- Successfully Delegating Tasks
- Monitoring for Delegation

Module 5: Technology Micromanagement

- Technology & Management
- Computer Software
- Computers & Functionality
- Technological Opportunities

Module 6: Marketing Management

- What is Marketing Management?
- Why Do You Need a Marketing Strategy?
- Creating a Marketing Plan
- Marketing Measurement and Control Systems
- Strategies for Persuasive Writing
- Writing a Persuasive Letter

Module 7: Operations Management

- Process Improvement
- Measures and Controls for Quality
- Types of Control Measures
- Financial Control Measures

Module 8: Financial Management

- The Importance of Budgets
- Identifying Budget Categories
- Accounting Terms You Should Know
- Determining Assets
- Liabilities
- What is Equity?
- Reading a Financial Statement
- Double-Entry Accounting

Module 9: Human Resources Management

- Human Resource Management
- What to Look for in a Job Candidate
- Motivating Employees to Perform Well
- When is Punishment Appropriate?
- Terminating Employees
- Ethics in Management