

## Professional Certificate Courses – Business Management

### Course Description and Goals

The Professional Certificate in Business Management is a four-week course which provides international students with advanced English level with a foundation of management concepts in the global marketplace of the 21<sup>st</sup> century. Current management practices within an application environment will be introduced, and students draw upon their prior learning and work experience and become familiar with success strategies for managing a business and managing people.

By the end of the course participants will:

- ✓ Understand different types of business structures and their purposes
- ✓ Understand different business environments and economic realities
- ✓ Understand business management styles
- ✓ Know what is involved in effective entrepreneurial leadership
- ✓ Understand different functions of management and their use and importance
- ✓ Develop strategic and tactical planning techniques
- ✓ Understand organization practices to effectively run a business
- ✓ Be able to identify leading and motivation skills of a manager
- ✓ Understand organizational control and management tools

### Classroom Methodology

The course is highly practical, relevant, and an applicable experience for our students.

Classroom activities include: lectures to introduce and explain concepts, project-based group and individual work such as presentations, case studies, and the creation of a business management consulting plan. The use of up-to-date technology is integrated throughout the course.

The course focuses on the major principles, definitions and key terms of Business Management, demonstrating how managers plan, organize, lead and control their organizations. Examples based on well-known global brands are used to express management essentials. The examples build on text materials, videos and discussions and involve students in the real-life analysis of management.

### Sample Syllabus

#### Week 1

- Key Concepts and Theories: The Management Process Today / History of Management / Values, attitudes, Emotions, and Culture: The Manager as a Person
- Case Studies: *Costco / Theories X and Y / Disney*
- Student Deliverables: Students are given project instructions. In the final week of the course they must prepare and present a business report for a selected company. They must evaluate and formulate the purpose for the business, identify and determine the company's mission, management team, market position, and line of products. In applying learning lessons from the course sessions, they must develop a comprehensive analysis that includes the key elements necessary for successful business results.

## LONDON

### Week 2

- Key Concepts and Theories: Planning, Strategy, and Competitive Advantage / Designing Organizational Structure / Control, Change, Entrepreneurship / Operations Management
- Case Studies: *GM, Ford, and Chrysler – The Detroit Three are back / Microsoft / Dish Network / Google*
- Student Deliverables: Students visit a small restaurant and observe the actions of the employees to identify how the 4 functions of management (Planning, Organizing, Leading, & Controlling) are being applied. They must also plan, design and deliver a presentation of their findings to the rest of the group.

### Week 3

- Key Concepts and Theories: Motivation / Leaders and Leadership / Communications and Information Technology / Decision Making, Learning, Creativity, and Entrepreneurship / Presentation Best Practices and Tips
- Case Studies: *Yahoo / Netflix / Reed Hastings / From office cubes to virtual offices*
- Student Deliverables: Students get introduced to motivation and leadership as well as research, plan and deliver a presentation on effective leadership.

### Week 4

- Key Concepts and Theories: Global Marketing / Final Review / Final Exam / Presentations
- Case Studies: *Samsung*
- Student Deliverables: Final Presentations; Final Project Team Papers; Final Exam

*Students submit their final report, make their presentations and take their final exam.*