COURSE SYLLABUS

"MBA" Business Certificate

Learn the skills you'll need to succeed as a business professional with our comprehensive applied business program. This program covers essential tools and strategies for project management, finance, marketing, data analysis, and productivity with generative AI, ensuring you gain practical, hands-on experience to excel in the business world.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/certificates/mba-business



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Course Outline

This package includes these courses

- Project Management Level I (6 Hours)
- Project Management Level II (6 Hours)
- Intro to Financial Accounting & Financial Statements (6 Hours)
- Intermediate Financial Accounting (6 Hours)
- Beginner Microsoft Excel (6 Hours)
- Intermediate Microsoft Excel (6 Hours)
- Advanced Microsoft Excel (6 Hours)
- Data Analytics Foundations (12 Hours)
- Intro to Generative AI with ChatGPT (6 Hours)
- Intro to Corporate Finance (6 Hours)
- Marketing Strategy (12 Hours)
- Applied Leadership & Management Skills (12 Hours)
- ChatGPT Level 2 (6 Hours)

Attend up to 60 hours of electives based on your chosen focus. Choose your classes & dates after you register for the program.

- Python for Data Science Bootcamp
- Financial Modeling Bootcamp
- SQL Bootcamp
- Business Writing Bootcamp
- PowerPoint Bootcamp
- Tableau Bootcamp
- Power BI Bootcamp
- Figma Bootcamp

- SEO Bootcamp
- Google Analytics Bootcamp
- Stock Market Investing Fundamentals

Project Management Level I

- Learn about the five phases of project management, focusing on the first two: Initiation and Planning
- Understand important foundational concepts and project management terms
- Learn about selecting projects, defining/planning/scheduling activities, managing resources, and much more
- Become familiar with the various duties and qualities of a project manager

Project Management Level II

- Continue learning about the five phases of project management, focusing on the last three: Execution, Monitoring, and Closing
- Understand project costs and budgeting
- Learn how to manage resources
- Manage risk, changes, and uncertainty
- Get an overview of Agile Project Management frameworks: Scrum, Kanban, and Extreme Programming (XP)

Intro to Financial Accounting & Financial Statements

- Financial accounting fundamentals, including cash versus accrual accounting and GAAP
- Income statement line items and financial metrics
- Balance sheet: Assets = Liabilities + Shareholders' Equity
- Cash Flow Statement: Cash flows from operations, investing, and financing
- How the financial statements tie together

Intermediate Financial Accounting

- Prepare for complex accounting tasks
- Learn advanced income statement processes
- Handle unusual items and EPS
- Work with deferred taxes and tax journal entries
- Manage intercompany investments
- Understand how debt accounting works

Beginner Microsoft Excel

Get going with the basics of Excel and start working on projects in Excel. Get practice with calculations and formulas, charts and tables, worksheet and workbook formatting, and basic hotkeys to accelerate your workflow.

Intermediate Microsoft Excel

The intermediate Excel class focuses on more advanced functions (including VLOOKUP, COUNTIFS and SUMIFS), Sort & Filter, and Pivot Tables. You'll also learn crucial text-related features like splitting and joining text, removing duplicates, and data validation. Embedded in the course are pivotal time-saving tricks like Paste Special, keyboard shortcuts, and navigation

techniques.

Advanced Microsoft Excel

Become an expert Excel user with this Advanced Excel course. Learn powerful functions like INDEX-MATCH, work with advanced Pivot Table functions, and start recording macros to automate workflows. Prepare yourself for any Excel challenge with this advanced Excel course.

Data Analytics Foundations

- Fundamentals of data analytics and statistics
- How to use data for forecasting & decision-making
- How businesses use data analytics in their processes

Intro to Generative AI with ChatGPT

- Get an intro to generative AI and ChatGPT to know what's possible and how you can use it
- Learn how to write prompts that generate useful responses
- Explore real-world applications of ChatGPT

Intro to Corporate Finance

Marketing Strategy

- Understand the foundational principles of marketing
- Learn how to conduct market research to identify target audiences, understand customer needs, and analyze market trends
- Discover how to create an effective marketing plan, including setting objectives, defining strategies, and outlining actionable steps
- Gain an introduction to digital marketing channels and how to leverage them in your strategy
- Learn how to track and measure the success of your marketing efforts using key performance indicators (KPIs) and analytics tools

Applied Leadership & Management Skills

- Explore different leadership styles and when to apply them effectively
- Learn techniques for clear, persuasive, and motivational communication
- Understand how to build, manage, and motivate high-performing teams
- Gain strategies for resolving conflicts and fostering a collaborative environment

ChatGPT Level 2

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments

- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT’s voice and image generation capabilities, including hands-on practice using Sora for visual outputs