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 in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/certificates/mba-business

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Course Outline

This package includes these courses

- Project Management Level I: Initiation & Planning (6 Hours)
- Project Management Level II: Execution, Controlling, & Closing (6 Hours)
- Intro to Financial Accounting (6 Hours)
- Intermediate Financial Accounting (6 Hours)
- Excel for Business Fundamentals (6 Hours)
- Intermediate Excel for Business (6 Hours)
- Advanced Excel for Business (6 Hours)
- Data Analytics Foundations (12 Hours)
- Marketing Strategy (12 Hours)
- Intro to Generative AI with ChatGPT (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)
- Applied Leadership & Management Skills (12 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
- AI for Marketing
- SQL Bootcamp
- Business Writing Bootcamp
- PowerPoint Bootcamp
- Tableau Bootcamp
- Intro to Corporate Finance
- Power BI Bootcamp

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

Project Management Level I: Initiation & Planning

The course begins with an introduction to project management as a science. Students will obtain a firm grasp of different methods and strategies used in the field of project management. Moving deeper into project management theory, students will explore a Planning phase, where a large degree of project success is determined. The last part of the course is a facilitated discussion on project managers and what it takes to become a successful one.

Project Management Level II: Execution, Controlling, & Closing

In this Advanced Project Management course, students delve deeper into project management concepts including task analysis, critical path method, planning, project timelines, and ongoing monitoring. Students will review the five phases of project management, examining the complexities of each stage.

Intro to Financial Accounting

- Financial accounting fundamentals, including cash versus accrual accounting and GAAP
- Income statement line items and financial metrics
- Balance sheet: Assets = Liabilities + Shareholder's 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

Excel for Business Fundamentals

Master the core Microsoft Excel functions in this one-day course. Automate calculations and data entry. Apply formatting to text and cells to make your spreadsheet scannable and visually appealing. In this hands-on training, you will learn all the basics to use Excel as your primary data processing tool. You'll produce polished and print-ready spreadsheets while learning tricks to accelerate your workflow.

Intermediate Excel for Business

Go from beginner to experienced professional: summarize data with Pivot Tables, write advanced functions including

VLOOKUP, and learn techniques to expedite your workflow. Use tools and formulas to format text. Manipulate data visuals with advanced charting skills. Use statistical formulas like COUNTIFS and SUMIFS to learn more about your data. At the end of intermediate Excel, you'll unlock powerful techniques that will help you complete tasks more quickly.

Advanced Excel for Business

Advance your career with this essential course for professionals that use Excel daily. You'll make functions more flexible, take Pivot Tables to the next level, and automate tasks with macros. Utilize Excel's most important tools with training in core database functions. If you have a strong working knowledge in Excel and want to save even more time with custom shortcuts and advanced features, this is the perfect course for you.

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

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

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

AI for Workplace Productivity with Microsoft Copilot

- Explore how Microsoft Copilot can expand your capabilities, save time, and make you more creative/professional
- Learn how to use Copilot’s integration in Office apps (365 apps) such as Excel, Word, PowerPoint, Outlook, Teams, and OneDrive
- Get to know the capabilities and limitations of AI and how you can best utilize it to enhance your work

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