COURSE SYLLABUS

“MBA” Business Certificate (Self-Paced)

Learn the skills you’ll need to succeed as a business professional with our comprehensive, self-paced 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 (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/mba-business-self-paced



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Course Outline

This package includes these courses

- Project Management Level I Course (Self-Paced) (6 Hours)
- Project Management Level II Course (Self-Paced) (6 Hours)
- Intro to Financial Accounting & Financial Statements Course (Self-Paced) (6 Hours)
- Intermediate Financial Accounting Course (Self-Paced) (6 Hours)
- Beginner Excel Course (Self-Paced) (6 Hours)
- Intermediate Excel Course (Self-Paced) (6 Hours)
- Advanced Excel Course (Self-Paced) (6 Hours)
- Data Analytics Foundations (Self-Paced) (12 Hours)
- Marketing Strategy Course (Self-Paced) (12 Hours)
- Generative AI with ChatGPT (Self-Paced) (6 Hours)
- AI for Productivity with Copilot (Self-Paced) (6 Hours)
- Applied Leadership & Management Skills (Self-Paced) (12 Hours)
- ChatGPT Level 2 Course (6 Hours)

Choose up to 60 hours of electives based on your chosen focus. Select your courses after you register for the program.

- Python for Data Science Bootcamp (Self-Paced)
- Financial Modeling Bootcamp (Self-Paced)
- AI for Marketing Bootcamp (Self-Paced)
- Business Writing Bootcamp (Self-Paced)
- Tableau Bootcamp (Self-Paced)
- Power BI Bootcamp (Self-Paced)
- Intro to Corporate Finance Course (Self-Paced)
- Figma Bootcamp (Self-Paced)

- SEO Bootcamp (Self-Paced)
- Google Analytics Bootcamp (Self-Paced)
- Stock Market Investing Course (Self-Paced)

Project Management Level I Course (Self-Paced)

- 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 Course (Self-Paced)

- 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 Course (Self-Paced)

- 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 operating, investing, and financial activities
- How the financial statements tie together

Intermediate Financial Accounting Course (Self-Paced)

This self-paced course will deepen your knowledge of complex accounting principles and prepare you for the challenges of navigating advanced financial reporting scenarios. Build your knowledge of investments, securities, debt accounting, and other complex financial accounting concepts in this course.

- 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 Excel Course (Self-Paced)

In this beginner Excel workshop, you'll learn the essentials of Microsoft Excel, including calculations, basic functions, graphs, formatting, and printing. This basic Excel class is perfect for those with limited experience looking to expand their proficiency.

- Become familiar with the interface and data entry
- Learn essential formulas and functions

- Format and print your work
- Create charts, including line, column, and pie charts
- Learn tips and tricks for easy workbook management
- Review key concepts in a final project

Intermediate Excel Course (Self-Paced)

- Learn to split and join text, apply data validation, and create named ranges
- Use database functions such as VLOOKUP and HLOOKUP
- Write logical formulas using AND, OR, and IF functions
- Create Pivot Tables to efficiently summarize and analyze large datasets
- Apply statistical functions such as RANK, COUNTIFS, and SUMIFS
- Build advanced combo charts by combining multiple chart types
- Reinforce key concepts through a guided final project

Advanced Excel Course (Self-Paced)

- Cell management, including cell locking, auditing, and hot keys
- Special formatting for calculating dates
- Use advanced functions and advanced analytical tools
- Record macros and relative reference macros for ad hoc reporting

Data Analytics Foundations (Self-Paced)

- Understand core statistical concepts, including measures of central tendency, data dispersion, and the normal curve
- Explore descriptive and inferential statistics, including probability distributions like binomial and Poisson
- Learn to analyze and forecast data using correlation, linear regression, and multiple regression techniques
- Apply predictive analytics with tools like trendlines, moving averages, and scenario modeling
- Create clear data visualizations using charts, histograms, icon sets, color scales, sparklines, and pivot tables
- Discover prescriptive analytics techniques such as Solver and linear programming to optimize decision-making

Marketing Strategy Course (Self-Paced)

Learn the fundamentals of successful marketing to help you achieve your business goals. Whether you're a small business owner, an aspiring marketer, or someone looking to enhance their skill set, this course will provide you with the foundational knowledge and practical skills needed to create and execute effective marketing strategies.

- 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

Generative AI with ChatGPT (Self-Paced)

Harness the creative power and efficiencies of AI with this hands-on workshop. Explore the cutting-edge world of artificial

intelligence (AI) and learn how to generate text, ideas, images, and more with the innovative technology of ChatGPT.

- Understand the fundamentals of generative AI, including its applications and potential impact across various industries.
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level.
- Learn how to write prompts that generate useful responses
- Gain hands-on experience with popular generative AI tools and platforms.
- Discover practical ways to integrate generative AI into creative workflows, problem-solving, and innovation.
- Analyze examples of generative AI in action and explore its ethical implications.
- Develop a foundational understanding to continue learning and working with generative AI technologies.

AI for Productivity with Copilot (Self-Paced)

Discover how to boost efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365. This course provides practical, hands-on training to help you apply Copilot across workplace tools and tasks.

- Understand the fundamentals of artificial intelligence and how large language models (LLMs) like Copilot work
- Learn how to write effective prompts and refine Copilot responses across different workplace scenarios
- Explore how to use Copilot in Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and enhance everyday tasks such as email writing, meeting notes, data analysis, and document summarization
- Create AI-generated images and graphics, and understand the limitations and best practices of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot, and identify when to use each for maximum productivity
- Stay up-to-date with the latest AI tools and mobile apps to extend your workflow beyond the desktop

Applied Leadership & Management Skills (Self-Paced)

Learn how to become an effective leader and manager in a business setting. This course covers different leadership and communication styles and techniques for managing a team with confidence.

- 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 Course

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