



Business Management Catalog

Business Management On-line courseware addresses the technical skill requirements of managers or manager trainees in business and government. Topics include Accounting and Finance; Business Law; Economics; Government; International Business; Marketing; Operations; Total Quality Management, Sales; and Strategic Planning. More than 350 hours of Business Management Training is offered.

-Advanced Six Sigma (NETg) 6 hrs	2
-Brand Management (NETg) 24 hrs.....	2
-Budgeting (NETg) 12 hrs	2
-Business Accounting (NETg) 12 hrs.....	2
-Business Finance (NETg) 12 hrs.....	2
-Competitive Intelligence (NETg) 12 hrs	2
-Consulting Skills (NETg) 12 hrs.....	2
-Economics (NETg) 16 Hrs.....	2
-Essentials of Business Law (NETg) 16 hrs.....	2
-Financial Management (NETg) 24 hrs.....	3
-Financial Statements (NETg) 8 hrs.....	3
-Government Contracting (NETg) 2 hrs	3
-International Business Essentials (NETg) 12hrs.....	3
-ISO 9001: 2000 (NETg) 12 hrs	3
-Lean Manufacturing (NETg) 7 hrs.....	3
-Managing Business Risk (NETg) 12 hrs.....	3
-Operations Management (NETg) 12 hrs.....	3
-Principles of Marketing (NETg) 24 hrs.....	3
-Professional Selling Over the Phone (NETg) 12 hrs.....	4
-Quality Management (NETg) 12 hrs	4
-Sales Management (NETg) 12 hrs	4
-Sales Skills (NETg) 24 hrs.....	4
-Six Sigma (NETg) 12 hrs	4
-Strategic Management (NETg) 12 hrs	4
-Strategic Sales (NETg) 6 hrs	4
-Supply Chain Management (NETg) 6 hrs.....	4
-Total Quality Management (NETg) 12 hrs	4
-Value Chain Management (NETg) 12 hrs.....	4



Business Management Catalog

-Advanced Six Sigma (NETg) 6 hrs

- Advanced Six Sigma: The Define Phase of DMAIC
- Advanced Six Sigma: The Improve and Control Phases of DMAIC
- Advanced Six Sigma: The Measure and Analysis Phases of DMAIC

-Brand Management (NETg) 24 hrs

- Branding on the Web
- Building Brand Equity
- Developing a Brand Strategy
- Fundamentals of Brand Management
- Integrated Marketing
- Managing Brand Equity

-Budgeting (NETg) 12 hrs

- Capital Budgets
- Creating and Analyzing a Budget
- Operating and Manufacturing Budgets

-Business Accounting (NETg) 12 hrs

- Accounting for Assets
- Accounting for Liabilities
- Accounting for Stockholders' Equity

-Business Finance (NETg) 12 hrs

- Risk Analysis
- Time Value of Money
- Valuation of Stocks and Bonds

-Competitive Intelligence (NETg) 12 hrs

- Analysis And Dissemination
- Implementing a Competitive Intelligence System
- Researching Online

-Consulting Skills (NETg) 12 hrs

- Building Consulting Relationships
- Serving as an Internal Consultant
- The Consulting Process

-Economics (NETg) 16 Hrs

- Basic Concepts in Microeconomics
- Producers and Markets
- The Foundations of Macroeconomics
- The Principles of Economics

-Essentials of Business Law (NETg) 16 hrs

- Contract Law
- Cyberlaw
- Employment Law
- The Legal Environment



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-Financial Management (NETg) 24 hrs

- Analyzing Financial Statements
- Budgeting Essentials
- Cash Analysis and Management
- Fundamental Accounting Concepts
- Inventory Costing and Depreciation
- Understanding Financial Statements

-Financial Statements (NETg) 8 hrs

- Advanced Financial Statements: Financial Statement Analysis
- Analyzing Cash Flows
- Reading and Analyzing an Annual Report

-Government Contracting (NETg) 2 hrs

- Government Contracting: Overview of Government Contracts
- Government Contracting: Working with Government Contracts

-International Business Essentials (NETg) 12 hrs

- Conducting Business in Europe
- Succeeding as a Global Manager
- The Global Business Environment

-ISO 9001: 2000 (NETg) 12 hrs

- Implementing Standards
- Overview of Standards
- The Auditing Process

-Lean Manufacturing (NETg) 7 hrs

- Lean Manufacturing: Application of Lean Manufacturing
- Lean Manufacturing: Lean Manufacturing Fundamentals
- Lean Manufacturing: Lean Manufacturing Processes

-Managing Business Risk (NETg) 12 hrs

- Developing a Risk Management Plan
- Financing and Contingency Planning
- Risk Assessment and Control

-Operations Management (NETg) 12 hrs

- Fundamentals of Operations Management
- Operations Components
- Operations Management Tools

-Principles of Marketing (NETg) 24 hrs

- Distribution Strategy
- Fundamentals of Marketing
- Pricing Strategy
- Product Strategy
- Promotion Strategy
- Writing a Marketing Plan



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-Professional Selling Over the Phone (NETg) 12 hrs

- Closing a Sale
- Preparation and Strategies
- Prospecting

-Quality Management (NETg) 12 hrs

- Business Process Improvement
- Quality Management Tools
- The Quality Management Process

-Sales Management (NETg) 12 hrs

- Building a Championship Sales Team
- Leading a Sales Team
- Sales Management: Motivating Sales Teams to Win

-Sales Skills (NETg) 24 hrs

- Developing a Winning Strategy
- Effectively Closing a Sale
- Gaining Customer Commitment
- Prospecting and Addressing Needs
- Sales Skills: Overcoming Obstacles
- Sales Skills: The Fundamentals

-Six Sigma (NETg) 12 hrs

- Deploying Six Sigma
- Managing Six Sigma Projects
- Six Sigma Essentials

-Strategic Management (NETg) 12 hrs

- Analyzing Strategic Options
- Developing a Successful Process
- Establishing Strategic Focus

-Strategic Sales (NETg) 6 hrs

- Strategic Sales: Building the Executive Relationship
- Strategic Sales: Developing Executive Proposals
- Strategic Sales: Gaining Access to the Executive

-Supply Chain Management (NETg) 6 hrs

- Supply Chain Management: Building a Sustained Competitive Advantage
- Supply Chain Management: Principles and Concepts
- Supply Chain Management: Using Models

-Total Quality Management (NETg) 12 hrs

- Essentials of TQM
- Implementation and Tools
- Principles

-Value Chain Management (NETg) 12 hrs

- Elements of the Value Chain
- Managing a Value Chain
- Managing the Transition to a Value Chain