



## 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



## Business Management Catalog

### **-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



## Business Management Catalog

### **-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