

Business Essentials Course: Accounting Principles

Accounting Principles: (Wednesdays 10am – 12noon)

Introduction to the double-entry system of debits and credits, journal entries and general ledger accounts, steps leading up to financial statement preparation and format of financial statements.

This course focuses on accounting as applied in the small business setting. Emphasis is placed on small business record keeping from basic journalizing to year-end closing and financial statement preparation. Use of computerized general ledger and other software will be employed to accomplish the above mentioned tasks. Additionally, the course will cover managerial issues and demonstrate use of basic analytical tools for problem solving at the small business level. Also included are studies of merchandising companies and determination of inventory balances and cost of goods sold, and an introduction to the accounting treatment of various assets and liabilities.

What You Will Learn

The accounting training course module is comprised of 8 lesson topics. Each lesson introduces a fundamental skill set followed by in-depth instruction in how you can apply it in the real world. Challenging practice exercises help reinforce key concepts such as...

- Analyzing business transactions
- Accounting for purchases and accounts payable
- Payroll
- Accounting for corporations
- Managerial accounting

Lessons:

Principles of Accounting I:

Introduction to the double-entry system of debits and credits, journal entries and general ledger accounts, steps leading up to financial statement preparation and format of financial statements. Also included are studies of merchandising companies and determination of inventory balances and cost of goods sold, and an introduction to the accounting treatment of various assets and liabilities.

Principles of Accounting II:

Focuses on partnership and corporate accounting, as well as statements of cash flow and financial statement analysis. Overviews of complex partnership issues, as well as complex corporate issues, are covered.

Computerized Accounting:

This course is designed to provide students with a working knowledge of accounting software packages used in industry. The software packages will be representative of the various types on the market. Students will use the following accounting topics: general ledger, accounts receivable, accounts payable, fixed assets, payroll, and cash receipts/payments. This lesson provides students with knowledge and practical experience in accounting principles and the management of these principles through software package options. Students will learn financial and managerial accountings methods through the automated General Ledger function.

Financial Accounting:

This lesson explores the basic structure and concepts of accounting. Accounting processes for both service and merchandising enterprise, including the entire accounting cycle. Emphasis is placed on journal entries, adjusting and closing entries and financial statements. Additional topics

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covered are evaluation of inventories, deferrals and accruals, methods of depreciation, bank reconciliations, shareholder equity, bonds and payroll accounting.

Accounting for Small Business:

This leasson focuses on accounting as applied in the small business setting. Emphasis is placed on small business record keeping from basic journalizing to year-end closing and financial statement preparation. Use of computerized general ledger and other software will be employed to accomplish the above mentioned tasks. Additionally, the course will cover managerial issues and demonstrate use of basic analytical tools for problem solving at the small business level.

Taxes for Small Business:

This course focuses on taxes as applied in the small business setting. Emphasis is placed on understanding taxes impacting small business such as income taxes - federal, state and local, payroll taxes, property taxes, sales/use taxes and miscellaneous business taxes. Additionally the course will cover managerial issues, tax compliance and effective tax planning for small businesses. Brief summary of issues relating to company structure: Sole Proprietorship vs. General Partnerships, Limited Liability Companies and S Corporations.

Managerial Accounting:

The topics covered in this course will enable students to analyze and interpret both historical and estimated data used by management to conduct daily operations, plan future operations, and develop overall business strategies. Statement of Cash Flows, Job Orders, Process Costing, Budgeting, Standard Costs, Differential Analysis, and Product Pricing are some of the topics covered.

Cost Accounting:

This course covers accounting for manufacturing enterprises. It provides a detailed explanation of the cost components of manufacturing operations: direct materials, direct labor and indirect manufacturing expenses (Factory overhead). The full cycle of the manufacturing entity is illustrated for both job order and process cost systems. The various techniques used for the application of factory overhead are studied. Process costing includes both the weighted average and FIFO methods and differences in direct material input. Standard costs and variance analysis are also covered.

Objectives

Accounting courses can significantly benefit non accounting majors who pursue careers in business, government and other organizations. Most, if not all, organizations use accounting information to make business decisions. Students will be better prepared for their responsibilities if they understand the role of accounting information in decision-making byentrepreneurs, managers, investors, government regulators, and others.

Compute, classify, and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records and business plans. Business owners use the skills learned to check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers.

Business Essentials Course: Entrepreneurship

Entrepreneurship (Saturdays 10am – 12noon)

What are the characteristics of a successful entrepreneur? What are the stages of the entrepreneurial process? **Introduction to Entrepreneurship** answers these questions and more.

What You Will Learn

You'll learn how to evaluate a market for a new venture; how to structure and fund an entrepreneurial venture and how to develop an operational and financial plan. You'll get an excellent overview of the issues and activities an entrepreneur faces in developing and launching a new business venture.

Lessons:

1. Myths about Entrepreneurship
2. Success Factors for Entrepreneurs
3. The Entrepreneurial Process
4. Stage One: Discovery
5. Stage Two: Evaluating the Market
6. Stage Three: Structuring the Venture
7. Stage Four: Strategy
8. Stage Five: Operational & Financial Planning
9. Stage Six: Creating the Business Plan
10. Stage Seven: Funding the Venture
11. Stage Eight: Implementation
12. Commercialization Strategies
13. Entrepreneurs & Business Ethics

Objectives

Introduction to Entrepreneurship course is one of the nine modules in Business Essentials' certificate program and comprises of 13 class lesson topics. After completing *Introduction to Entrepreneurship* you should be able to:

- Describe the characteristics often found in successful entrepreneurs.
- Define the eight stages of the entrepreneurial process.
- Explain how to evaluate a market for a new venture.
- Describe an entrepreneur's strategic planning process.
- Define the operational and financial planning required for a new venture.
- Discuss how to develop and execute a business plan for a new business.
- Explore funding options for a new business venture.
- Discuss the ethical issues faced by entrepreneurs.

Business Essentials Course: Marketing

Marketing Principles (Saturdays 2pm to 4pm)

Introduction to Marketing introduces you to the basics of marketing and market planning. It explains the importance of the Four P's: product, price, promotion and placement and their role in defining your market mix; the strategic importance of marketing, customer values and satisfaction.

What You Will Learn

You'll learn the strategic importance of marketing and how it can help create a solid customer relationship. This course uses diagrams and examples to teach you marketing concepts such as target market and satisfying customer needs better than competition

Understanding marketing is vital to any organization's success. For any business to succeed, you have to make marketing a priority. This marketing course delivers the tools to shape and sharpen your message. From personal selling to advertising to social media marketing, the course prepares you to succeed while emphasizing customer relations.

The course will cover the areas of marketing from trade operations to retail and wholesale agencies with an emphasis on advertising, sales, social, and commercial marketing principles, elements of marketing efficiency, the cost of marketing, price maintenance, unfair competition, and the relationship of government to marketing.

Major topics include analysis of consumer market structure versus industrial market system; product planning; channels of distribution; pricing; promotion; and relevant government regulation.

This course teaches you to:

- Use effective selling techniques and procedures
- Understand the techniques of advertising and social media marketing
- Recognize the importance of creativity, innovation and new product development
- Develop marketing strategies.

Lessons

1. What is Marketing?
2. Marketing Process
3. Marketing Mix and the Four P's
4. Marketing and Strategy
5. Customer Value,
6. Customer Satisfaction,
7. Customer Loyalty
8. Marketing Ethics

Objectives

Introduction to Marketing course is one of the nine modules in Business Essentials' certificate program and comprises of 8 class lesson topics. After completing *An Overview of Marketing* you should be able to:

Business Essentials Course: Marketing

- Define marketing and the marketing concept.
- Understand the marketing process.
- Explain the uses of the marketing mix (Four P's).
- Explore the relationship between marketing and strategic planning.
- Understand customer value, customer satisfaction, and loyalty.
- Discuss the role of ethics in marketing

Business Essentials Course: Human Resource Management

Introduction Human Resource Management (Wednesdays, 5pm to 7pm)

Human Resource Management includes recruiting, screening, interviewing, training, appraising, disciplining, rewarding and developing employees for both business and non-profit enterprises. Since all managers have HR responsibilities, it's vital that they understand key concepts of this increasingly important function, especially since many HR decisions have possible legal ramifications.

What You Will Learn

Introduction to Human Resource Management is ideal for both HR and non-HR managers looking for an introduction to Human Resource Management. The course draws on material from Harvard Business School professor D. Quinn Mills' book, *Principles of Human Resource Management*. This course will cover key Human Resource Management (HRM) terms like High Performance Work System, EEO, HR scorecards, and more. You will also learn the role of a HR Manager, the strategic value of HRM, and the difference between centralized and decentralized HR departments. The course will also cover HRM strategic planning, eHRM, HRM and ethics, and Global HRM.

Lessons

1. Human Resource Management (HRM) Fundamentals
2. Defining Human Capital
3. HRM functions
4. Strategic Value of HRM
5. Employee and Labor Relations
6. Attitudes and Human Resource Management
7. HRM Functions and Concepts
8. The Role of the Manager in HRM
9. Centralized and Decentralized HRM
10. HRM Planning
11. eHRM
12. HRM and Ethics
13. Global HRM Issues

Objectives

Introduction to HR Management course is one of the nine modules in Business Essentials' certificate program and comprises of 13 class lesson topics. After completing *Introduction to Human Resource Management* you should be able to:

- Recognize the key responsibilities of the human resource manager.
- Assess you and your organization's attitudes toward human resource management.

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- Define the strategic contribution of human resources to an organization.
- Discuss the day-to-day functions and broader concepts and responsibilities of HRM.
- Recognize the partnership that exists between HRM and line managers.
- Discuss the difference between centralized and decentralized HRM.
- List and identify the five areas of HRM planning.
- List the three roles that an HR department must fulfill to maintain the ethical standards of an organization.
- Identify key global issues and business practices that impact HRM.

Business Essentials Course: Leadership

Leadership, (Tuesdays, 10am to 12noon)

This course explores the questions: What is leadership and why is it important? What does effective leadership require? What does it take to be an effective leader? Based on D. Quinn Mills' book, *Leadership: How to Lead, How to Live*, a text used at Harvard Business School, this course answers the crucial questions about leadership in today's organizations.

What You Will Learn

Introduction to Leadership is designed to help you understand the concept of leadership and to develop professional leadership skills. It defines and discusses the importance of leadership and some of the more popular leadership theories including Fiedler's contingency theory, Path-goal theory and Vroom-Yeton-Jago theory. You'll learn the differences between managing, administering and leading and why authority doesn't make you a leader. The course teaches the nine key qualities of leadership and the five central skills that leaders need to be effective.

Lessons

1. What is Leadership?
2. Leadership Theories and Issues
3. Levels of Leadership
4. Leadership Roles
5. Becoming a Successful Leader
6. Seven Bases for Leadership
7. Commitment to Leadership and Authority
8. Qualities of a Leader

Objectives

Introduction to Leadership course is one of the nine modules in Business Essentials' certificate program and comprises of 8 class lesson topics. This course module may be substituted for Management module: Managing in Modern Organization. After completing *Introduction to Leadership* you should be able to:

- Define leadership and explain its importance.
- Discuss some of the better-known leadership theories.
- Distinguish between leadership and management and administration.
- Explain the role of ethics in leadership.
- Discuss the positives and negatives surrounding charismatic leadership.
- Recognize the importance of training and learning in leadership.
- Discuss the seven bases of leadership.
- Explain why formal authority alone does not equal leadership.
- Discuss the nine key qualities for leadership.
- Identify the five central skills of effective leadership.

Business Essentials Course: Management

Management (Tuesdays, 10am to 12noon)

This course addresses the fundamentals of management and how managers can be effective in organizational settings. Based on D. Quinn Mills' book, *Principles of Management*, a text used at Harvard Business School, this class addresses managing in the modern organization.

What You Will Learn

A manager's role in an organization is crucial yet complex. **Managing in a Modern Organization** will cover important questions like, "What do managers do?," "How can managers empower their employees?" and "What is my managerial approach?" You will learn about various management styles and how you can successfully manage your team while facing changing organizational needs.

Lessons

1. Leadership, Management, and Administration
2. Attitudes Toward Hierarchy
3. Drucker's Five Managerial Activities
4. Managers and Individual Contributors
5. Management Resources
6. Three Management Styles
7. Managerial Tips from Google
8. Your Management Approach

Objectives

Managing in Modern Organization course is one of the nine modules in Business Essentials' certificate program and comprises of 8 class lesson topics. This course may be substituted for Leadership module: Introduction to leadership. After completing *Managing in a Modern Organization* you should be able to:

- Define a manager's role in an organization.
- Distinguish between management, leadership, and administration theory and practice.
- Explain the three general management styles (authoritarian, participative, and empowerment) and their respective uses.
- Identify your views on hierarchy and management.
- Discuss the roles of individual contributors and managers.
- Identify your own approach toward managing (including personal effectiveness and enjoyment).

Business Essentials Course: Supply Chain Management

Fundamentals of Supply Chain Management (Tuesdays 5pm to 7pm)

This course is an overview of the entire supply chain and its key elements. Students are exposed to concepts, models, and terminology used in demand planning, inventory planning, material planning, distribution planning, fulfillment planning, and related components of a supply chain are examined.

What You Will Learn

Learn about how to create maximum value through effective supply chain management.

Learning Perspective.

As a human being, we all consume products and/or services all the time. This morning you got up and ate your breakfast, e.g., eggs, milk, bread, fresh fruits, and the like. After the breakfast, you drove your car to work or school. At your office, you used your computer, perhaps equipped with 27" LCD monitor. During your break, you drank a cup of coffee and played with your iPhone. So on and so forth. You probably take it for granted that you can enjoy all of these products. But if you take a closer look at how each of these products can be made and eventually delivered to you, you will realize that each one of these is no short of miracle. For example, which fruit do you like? Consider fresh strawberries. In order for the strawberries to be on your breakfast table, there must be numerous functions, activities, transactions, and people involved in planting, cultivating, delivering, and consuming strawberries. Moreover, all of these functions, activities, transactions, and people are connected as an integral chain, through which physical products like strawberries themselves and virtual elements such as information and communication flow back and forth constantly. By grouping related functions or activities, we have a supply chain, comprised of four primary functions such as supplier, manufacturer, distributor, and finally consumer. A supply chain is essentially a value chain.

For the society or economy as a whole, the goal is to maximize value, i.e., to create satisfactory value without spending too much. In order to create the maximum value for the strawberry supply chain, every participant in the chain must carry out its function efficiently. In addition, all of the members must coordinate with each other effectively in order to ensure value maximization. We have to face the same issues for almost all the products and services we take for granted in our everyday life, e.g., cars, hamburgers, haircuts, surgeries, movies, banks, restaurants, and you name it!

In this course, you will learn the fundamental principles of value creation for the consumers or the market. We try to answer questions like how the product or service is made, how the value-creating activities or functions are coordinated, who should play what leadership roles in realizing all these, and so on. As our course title hints, we approach all of these issues from a learning perspective, which is dynamic in nature and emphasizes long-term capability building rather than short-term symptomatic problem solving.

Lessons

This course module is comprised of 8 lesson topics.

Introduction to value, value creation, and supply chain management

Value, value creation, supply chain management; Efficiency-driven and responsiveness-driven value; Focal company in supply chain management; Value life cycle.

Business Essentials Course: Supply Chain Management

Management capabilities

Definition of management capability; Controllability, flexibility, and tradeoff between capabilities; Integrating capability; Dynamic changes of capability.

Learning perspective

Definition of learning, learning capability; Double-loop and single-loop learning; Cause-and-effect diagram; Learning propensity model.

Quality management

Quality is free?; Dimensions of quality; Order-qualifying versus order-winning attributes; Assignable versus common causes; Principles of statistical process control.

New product innovation

Sequential new product development process; Flexible or cross-functional new product development process; Implementation strategy; Integration with supply chain management.

Supply chain strategy I: structural and infrastructural dimensions

Structural dimension; Infrastructural dimension; Minimization of mismatch between supply and demand; Information quality.

Supply chain strategy II: coordination for value creation

Supply chain coordination; Bullwhip effect; Postponement; Vendor-managed inventory (VMI).

Supply chain globalization and sustainability

Global supply chain management; Scale, scope, and speed in global SCM; Sustainable SCM; Calculus, creativity, and commitment.

Objectives

Anyone who has curiosity about operations management and supply chain management will benefit from this course. It might include students in any background, and employees at companies. This course is not only for employees who work for manufacturing. It covers not only manufacturing perspective but also service perspective.

The course deals with a variety of issues, operations management, supply chain management, new product innovation, and so forth. It provides a framework for systematic thinking. You can apply it in a number of ways.

Business Essentials Course: Retail Management

Retail Management (Thursdays, 10am to 12noon)

The Retail Management course gives you an excellent background in professional management techniques. You'll learn how to create a pleasurable shopping experience for retail customers and a profitable experience for yourself. Gain the expertise to manage a department, a store, a franchise operation or your own boutique.

This course covers the important concepts and key hands-on skills you must have to succeed as a store manager. Whether you plan to manage a small boutique, division of a large franchise or open your own store.

What You Will Learn

You'll learn staffing, merchandising, working with vendors, customer service, planning for growth, making buying decisions and selecting sites. Students will learn the latest retail management techniques from knowledgeable instructors with years of experience in their field.

Lessons

Setting the Foundation and Customer Service

Defining retailing; traits of successful retailers; the retail organization; management positions; departmental personnel; management training; motivating employees; components of customer service in the retail environment; training employees in good customer service practices.

Success as a Large Retail Store Department Manager

The corporate mission statement; management strategies; target and niche marketing; department manager responsibilities; store set-up; department layout; personalization; buyers and vendors; business meetings; business analysis; controlling department performance.

Success as a Small Retail Store Entrepreneur

Specialty retailing; capitalization; location; market analysis; traits of a successful entrepreneur; steps to launching a small retail enterprise; competing against large retailers; store design; principles of store set-up; store aesthetics, fixtures, and colors; incremental and impulse sales; customer loyalty programs; multi-channel retailing; Internet opportunities for small businesses.

The Exciting World of Retailing

The economic significance of retail sales; retail employment; the top 25 global retailers; structure of retailing and global distribution channels; retail management and entrepreneurial opportunities; decision making; implementing retail strategy; trends in retailing; retailer characteristics; food, general merchandise, non-store, and services retailing; types of ownership.

Multi-channel Retailing and Consumer Buying Behavior

Retail channels for interacting with customers; trends and implications; electronic retailing; multi-channel retailing; shopping in the future; types of buying decisions; the buying process; social factors influencing buying decisions; market segmentation.

Retailing Strategies: Strategic Planning and Financial Performance

Definition of retail market strategy; target market and retail format; building a competitive advantage via location, human resource management, unique merchandise, distribution and information systems; vendor relations and customer service; market penetration, expansion and diversification; global growth opportunities; the strategic retail planning process; the strategic

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profit model: sales, margins and expenses; the turnover path; return on assets; setting performance objectives.

Retailing Strategies: Retail Location and Site Selection

Retailing centers; city or town locations; freestanding sites; location and retail strategy; economies of scale versus cannibalization; demographics; business climate; accessibility; locational advantages within a center; trade area; methods of estimating demand.

Human Resource Management, Information Systems, and Customer Relationship Management

Gaining competitive advantage via human resource management; organization of a single store, regional department store, and other types of retailers; coordinating merchandise with store management; building employee commitment; managing diversity; legal issues; supply chain management; data warehousing; electronic data interchange; logistics of distribution; implementing CRM programs; collecting and analyzing customer data; market segments.

Merchandise Management: Merchandise Assortment, Buying Systems, and Vendor Relations

Organizing buying by categories; the merchandise plan; margins, sales and inventory turnover; sales forecasting; assortment planning; staple merchandise-buying systems; fashion merchandise budget plan; open-to-buy; allocating merchandise to stores; analyzing merchandise performance; branding strategies; international sourcing; negotiating and partnering with vendors.

Pricing and the Retail Communication Mix

Pricing strategies; setting prices; price adjustments; using price to stimulate sales; building brand equity; personal and impersonal methods of communicating with customers; planning, implementing and evaluating retail communication programs.

Store Management

Key management duties; recruiting employees; training, motivating and managing new store employees; compensation; controlling costs; reducing inventory loss; elements of good store design and layout; space planning; presenting merchandise; atmospherics; customer service strategies; customer evaluation of service quality; meeting and exceeding service standards.

Objectives

Retail Management course is one of the nine modules in Business Essentials' certificate program and comprises of 11 class lesson topics. After completing the Retail Management course, you will be able to:

- Define retailing, describe the different types of retailers, and outline some of the characteristics of successful retail managers, including entrepreneurs/small business owners and department store managers.
- List and explain essential retail management concepts, such as buyers and vendors; customer service, customer loyalty, and consumer behavior; retail planning process and electronic retailing; retail strategy, pricing strategy, assortment planning, branding strategy, and global growth strategy; niche marketing and market personalization; and information systems and supply chain management.
- Compare and contrast different location opportunities and outline the factors that affect retail demand in a region or trade area.

Business Essentials Course: Retail Management

- Describe how retailers build a sustainable competitive advantage through human resource management and identify related issues, challenges, and trends, including employee motivation, evaluation, and compensation.
- Outline the customer relationship management process, describe how retailers collect customer data, and explain how that data is used to gain strategic advantages, support communication programs, and develop customer loyalty.
- Describe how retailers make international sourcing decisions and identify common ethical and legal issues involved in the purchase and sale of merchandise.

Business Essentials Course: Business Law

Business Law (Thursdays, 5pm to 7pm)

This course is designed for those who need a basic understanding of the legal aspects involved in starting new businesses. The course covers the basics of business law for an entrepreneur. It reviews legal structures for a new venture, intellectual property, employment law, contracts, government regulation, and personal and real property.

The course covers legal concepts that impact the operation of a business entity. **Business Law for Entrepreneurs** is perfect for people who do not have a legal background but who need to understand legal considerations involved with starting new ventures. Learn about business structures, intellectual property, patents, copyrights, employment law, forming contracts, taxes and a lot more.

The business law course is one of the nine modules in Business Essentials' certificate program and comprises of 8 class lesson topics.

What You Will Learn

After completing this course, you should be able to discuss the following topics:

- Legal Environment
- Sole Proprietorships, Partnerships, Corporations
- Limited Partnerships and Limited Liability Partnerships
- S Corporations and Limited Liability Companies
- Franchises
- Intellectual Property Rights
- Patents
 - Copyright, Trademarks and Trade Secrets
 - Employment Law
 - Forming a Contract, Contracts and Fraud
 - Sales Contracts
 - Taxation and the Employer's Responsibilities
 - Government Regulation
 - Personal Property, Real Property, and Transfer of Real Property Ownership
 - Bankruptcy

Lessons

1. Legal Issues and the Entrepreneurial Process
2. Legal Structures of Businesses and Organizations
3. Sole Proprietorship, Partnerships, Corporations and Franchises
4. Intellectual Property Rights and Patents
5. Copyrights, Trademarks and Trade Secrets
6. Government Regulations
7. Property and Ownership Issues
8. Bankruptcy

Business Essentials Course: Business Law

Objectives

After completing *Business Law for Entrepreneurs* course you should be able to:

- Discuss the advantages and disadvantages of sole proprietorships, partnerships, limited partnerships, corporations, s corporations, limited liability partnerships and limited liability companies.
- Explain the differences between intellectual property rights, copyrights, trademarks and trade secrets.
- List the three main types of franchises.
- List the four legal elements involved in forming a contract.
- Explain the differences between express, implied and quasi contracts.
- Describe the legal aspects of personal property versus real property.
- Summarize the employer's responsibilities in regards to taxation.

Business Essentials Course: International Business

International Business Management (Monday Seminar, 10am to 2pm)

Giving you a global perspective

International business prepares you for the global marketplace. This courses cover international trade, management principles, global and financial markets and cultural issues that affect international relations. These courses will cover the areas of international business from international trade to global and financial markets with an emphasis on cultural issues that affect international communications.

Analyze the international business and financial environment by gaining a comprehensive understanding of fundamental terms and principles and by examining the dynamics of the global economy within comparative cultural, political, and legal frameworks. In this course, special emphasis is given to the strategies and tactics behind international business operations, which are the major engines of world economic growth. Discuss basic concepts related to foreign exchange rates, working capital management techniques, financing sources available to multinational corporations, and the risks involved in direct foreign investment. Learn practical ways of identifying potential business opportunities and capitalizing on regional competitive advantages by properly planning and implementing trade and marketing operations. Gain an introduction to the primary factors that govern international business and financial operations, and learn how to develop and implement winning business strategies.

What You Will Learn

The international business course teaches you to:

- Prepare and use financial information to support decision making
- Understand global marketing and distribution
- Understand international social and cultural business practices
- Understand international laws and economic activities
- Develop human resources, strategic and organizational skills
- Identify and demonstrate management activities

Objectives

International Business Management course is one of the nine modules in Business Essentials' certificate program and comprises of 8 class lesson topics. Students will acquire knowledge and training to manage and properly support their organization in a rapidly changing global business world. Students learn to apply current theories and practices of leadership, management, strategy and negotiation in a global and cross-cultural context. After completing Introduction to International Business Management you should be able to:

- Describe formulated global business strategies
- Analyze the foundations of leadership theory and leader qualities
- Identify and apply cross-cultural negotiation strategies based on cultural and national differences
- Discuss business practices in various countries.

Lessons

1. International Business Overview
2. International trade
3. Marketing
4. Import and Export strategies
5. Global Operations Management and Sourcing Strategies
6. Global and financial market and foreign exchange
7. Global Competitiveness
8. Cultural environments facing international business.

Business Essentials Course: Import-Export Business

Running Your Own Import/Export Business (Mondays 5pm – 7pm)

Importing and Exporting

This course presents an overview of importing and exporting as drivers of globalization. It is designed to help students explore the benefits, costs, and risks of importing and exporting as well as the trade regulations involved, the documentation and licensing required, and the public and private sources of financing and other assistance available. It stresses cross-cultural comparisons of foreign business, legal and political practices, trade patterns, and markets as a means of implementing successful import/export plans. Currency exchange, sources and methods of market research, terms of payment, broker services, insurance, letters of credit, transportation and barriers to entry will also be covered.

What You Will Learn

Learn the basics of starting an import/export operation. Discuss vital topics including business start-ups, product and market research in Nigeria and abroad, product pricing, distribution systems, customs brokers, and international documentation. Other topics covered include banking and financing strategies, dealing with customers, and ongoing international relationships. Presentations encompass computerized sources of foreign trade leads and market information. During the course, develop an import or export plan for a product of your choice.

Objectives

Import and Export Business Management course is one of the nine modules in Business Essentials' certificate program and comprises of 9 class lesson topics. This course can substitute International Business Management course. After completing Import and Export Business Management course you should be able to:

- Assess your and your business' import/export readiness;
- Determine your corporate strategic needs;
- Undertake effective international trade research;
- Develop and implement market entry strategies and distribution plans;
- Analyze and understand different types of international trade agreements;
- Create policies for costing, pricing, promotion and distribution;
- Develop and implement effective international marketing plans;
- Choose the right financing for your business' international trade activities, and create an effective budget;
- Assess potential buyers/suppliers;
- Develop strategies for moving your business' goods and services across international borders cost-effectively.

Lessons

1. Introduction
2. Starting in Importing and Export
3. Sourcing Products and Sellers
4. The Agency Agreement
5. How to Find Buyers
6. The Difference Between an Agent & a Merchant
7. Advertising
8. Laws & Regulations
9. Documentation