



**Clemson University - Center for Corporate Learning**  
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**Education & Training Plan**  
**Business Management Professional Certificate Program with Externship**

Student Full Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**Program includes National Certification & an Externship Opportunity**  
**Mentor Supported**

**Business Management Professional Certificate Program with Externship**

Course Code:	CLEM-B-MGMT
Program Duration:	6 Months
Course Contact Hours:	375
Student Tuition:	\$3,999

**The Business Management Professional**

The Business Management Professional program provides students the basic competencies involved in a leading a team whether from the very top of a company, middle management or first-line supervision. Managers at intermediate levels serve as the bridge between their staff and higher management understanding how to execute the project, exercising good judgment over costs and risks but also able to extract and rely on the talent of their team to get things done effectively. Good leaders are key to cultivating positive morale among their staff while also best situated to identify policies or procedures that are not working and improve upon them to benefit both staff and management. Effective managers have unique skill sets that promote collaborative, orderly and productive work environments from which everyone can benefit.

**The Business Management Professional Program**

Leading a team of colleagues or managing your own staff requires a set of leadership skills that are often few and far between in today's business culture. Understanding the personalities working for you and with you, while also maneuvering to get the most out of the different skill sets and personalities on your staff is essential to effective leadership and productive management. This collection of skills and knowledge will ensure students understand the delicate balance of leadership, motivation, delegation, and authority while fostering an environment of encouragement and teamwork. From business communication and basic supervision to the fundamentals of leadership and project management, this program ensures students will emerge with the confidence to make the tough decisions managers are faced with every day coupled with a comprehensive understanding of what it takes to be a true leader.

## Education and National Certifications

- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
  - **Microsoft Office Specialist (MOS) Certification Exam.**

## Program Objectives

At the conclusion of this program, students will be able to:

- Contrast theories and techniques of managing, motivating, and leading others
- Analyze the impact of an organization's culture, environment, and design on management
- Examine how social responsibility and ethics affect management functions
- Analyze issues facing managers when performing management functions
- Examine challenges related to organizational strategies and processes that managers face in today's business environment
- Evaluate approaches to communication to best fit an organizational structure
- Apply theories of leadership and motivation to effectively manage others
- Assess approaches to controlling organizational performance
- Examine operations management
- Describe the key components of the contemporary U.S. and international business environment
- Describe the role of ethics and social responsibility in the business environment
- Examine how businesses can be organized and structured
- Analyze the various functions of and approaches to management
- Analyze marketing processes, forces, and issues in a business enterprise
- Examine the key strategies, tools, and issues involved in business operations
- Examine the key financial concepts involved in the business enterprise
- Develop a business plan incorporating sound business concepts, systems, and strategies
- Analyze the competencies and skills needed to be an effective supervisor
- Explain contemporary workplace considerations with respect to a supervisory role
- Plan strategically using goal-setting and organizing skills
- Recommend a staffing, recruiting, and retention strategy
- Recommend a control process strategy
- Propose a decision-making strategy
- Explain motivational leadership in the context of today's workforce
- Use effective communication strategies
- Propose group- and-team-building skills
- Analyze the performance appraisal process
- Recommend strategies to improve workplace health and safety
- Propose conflict resolution strategies
- Analyze factors that impact change management
- Analyze the supervisor's role in the collective bargaining processes
- Use Microsoft Office

## National Certification

Upon successful completion of this Clemson University program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at

Clemson University will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Clemson University works with each student to complete the exam application and register the student to take their national certification exam.

### **Externship / Hands on Training / Practicum**

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location. Clemson University works with national organizations and has the ability to place students in externship opportunities nationwide.

**Clemson University contact:** If students have any questions regarding this program including national certification and externships, **they should call Juanita Durham of Clemson University at 864.656.3984 or via email at [jdrhm@clemson.edu](mailto:jdrhm@clemson.edu).**

Note: No refunds can be issued after the start date published in your Financial Award document.



## About Clemson University!

Clemson Online, a unit reporting directly to the Provost, works closely with leadership teams across the University to develop, market, and deliver top-quality courses and programs in blended and online formats. The office provides vision, leadership, coordination, and expertise in support of faculty design, delivery, and evaluation of technology-enhanced, blended, and fully online courses and instructional materials. Dynamic, transformative, and unique eLearning opportunities characterize Clemson's approach to online teaching and learning.

**Our Mission:** Clemson Online provides strategic leadership for online education, emphasizing innovative teaching and superior learning outcomes to maximize student success in 21st-century academic and professional contexts.

**Our Vision:** Clemson Online will define the public web-grant university through measurable achievements in online education, research, and service.

The office is committed to pursuing strategic opportunities, providing supportive resources, promoting superior educational quality, and ensuring faculty involvement and responsibility in shaping Clemson's online future.



## Clemson University and Pearson Education

The Clemson University's Office of Professional and Continuing Education eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at [www.pearson.com](http://www.pearson.com).

## About Pearson Education

Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

## **Business Management Professional Program Detailed Student Objectives:**

### **INTRODUCTION TO MANAGEMENT**

- Describe characteristics of good managers
- Examine how management theories and techniques have evolved over time
- Identify current trends and issues facing managers
- Describe the impact that management theories have had on the functions of management

### **MANAGING IN A BUSINESS ENVIRONMENT**

- Categorize dimensions of organizational culture
- Explain dimensions of organizational culture and the impact on managers
- Identify current organizational culture issues
- Examine how corporate culture affects a manager's effectiveness
- Examine the impact of corporate culture on an organization and its management function
- Identify issues of managing in a global environment
- Compare the advantages and disadvantages of conducting business globally

### **SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS**

- Identify how an organization's social involvement can affect its economic performance
- Recognize the factors that affect ethical or unethical behavior
- Describe the effects of shared organizational values

### **DECISION MAKING**

- Describe decision-making styles
- Explain the steps to decision-making
- Identify pitfalls to decision-making
- Identify the manager's role in decision-making
- Describe the purposes of planning

### **PLANNING AND THE MANAGER'S ROLE**

- Explain the importance of having stated goals and plans
- Identify types of plans
- Discuss the steps to goal setting
- Explain the challenges associated with goal setting and planning

### **STRATEGIC MANAGEMENT AND PLANNING TECHNIQUES**

- Explain strategic management process
- Describe organizational strategies
- Identify the challenges related to organizational strategies and processes that managers face in today's business environment
- Describe the project management process

### **ORGANIZATIONAL STRUCTURE AND COMMUNICATIONS**

- Evaluate the strengths and weaknesses of an organizational structure
- Discuss issues dealing with chain of command
- Examine methods to manage organizational communication

### **HUMAN RESOURCE MANAGEMENT**

- Discuss contemporary issues that HR managers must face
- Identify the elements of the human resource management process
- Explain how managers can effectively deal with change
- Explain how managers can minimize employee stress

### **THE PSYCHOLOGY OF MANAGEMENT**

- Discuss the impact culture has on one's behavior and personality
- Identify factors that influence human behavior
- Identify principles of learning
- Describe learning principles managers can utilize to affect employee behavior
- Explain factors that contribute to team success
- Compare teams and groups
- Explain approaches managers can take to effectively communicate with employees

### **MOTIVATING AND LEADING OTHERS**

- Explain theories of motivation
- Identify challenges faced by managers in motivating employees
- Identify current approaches to leadership
- Recognize various leadership theories
- Discuss leadership challenges facing today's managers

### **CONTROLLING ORGANIZATIONAL PERFORMANCE**

- Explain characteristics of approaches to control systems
- Discuss why control is an important management function
- Diagram the control process
- Explain methods used to manage organizational behavior

### **OPERATIONS MANAGEMENT**

- Discuss why operations management is important to organizations and managers
- Identify current issues of operations management

### **THE BUSINESS ENVIRONMENT**

- Define the goals and functions of business
- Identify the factors of production in an economic system
- Explain each of the major types of economic systems
- Explain the major features of a market economy
- Explain the concept of supply and demand
- Define the various degrees of competition in a free enterprise system
- Define the dimensions of the external U.S. business environment
- Explain emerging challenges and opportunities related to the U.S. business environment

### **BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

- Define social responsibility
- Define ethics
- Distinguish social responsibility from ethics
- Define a business or industry code of ethics
- Outline a model of ethical judgment making
- Describe how social responsibility applies to internal and external stakeholders in a company
- Explain the four approaches to social responsibility

### **NEW BUSINESS VENTURES IN THE US AND INTERNATIONAL MARKETS**

- Define entrepreneurship
- Distinguish between entrepreneurship and small business
- Outline the steps in starting a new business endeavor
- Identify the reasons for success and failure of new businesses
- Compare each type of business organizational structure
- Identify major issues involved in creating and managing a corporation
- Describe the major world market places

- Explain the concept of competitive advantage
- Explain the concept of import-export balance of trade
- Identify challenges and barriers associated with doing business internationally

### **MANAGING THE BUSINESS ENTERPRISE**

- Identify the planning functions of effective management
- Describe the four activities involved in the management process
- Produce an organizational chart for various management levels and areas
- Identify the basic skills required for an effective manager
- Define corporate culture
- Define organizational structure
- Identify the building blocks for organizational structure
- Map the organizational structure necessary for effective decision making
- Explain the ways organizations can be structured
- Identify emerging trends in organization design

### **MANAGING AND MOTIVATING EMPLOYEES**

- Define human resources
- Outline the steps in human resource staffing
- Identify ways a workforce is developed
- Define various ways employees are compensated
- Explain the legal issues associated with human resources
- Explain why workers organize into labor unions and utilize collective bargaining
- Explain the theories of motivation in the workplace
- Explain strategies used to improve motivation and job satisfaction
- Compare common management styles

### **MARKETING PROCESSES**

- Define marketing
- Define the components of the marketing mix
- Describe marketing research methods
- Explain the concept of target marketing, including market segmentation
- Describe how marketing research is conducted
- Describe the key components that influence the consumer buying process
- Define organizational marketing
- Compare organizational buying behavior with consumer buying behavior
- Explain the elements of the international marketing mix

### **PRODUCT PRICING, DISTRIBUTION, AND PROMOTION**

- Define a product in terms of a value package
- Describe the new product development process
- Describe the stages of the product life cycle
- Explain how price is determined for a product
- Explain the distribution mix
- Describe common distribution strategies
- Explain the promotion mix
- Explain how products are advertised
- Outline the personal selling process
- Describe various promotional strategies
- Analyze pricing strategies and tactics

**PRODUCTIVITY AND QUALITY**

- Distinguish between goods production and service operations
- Identify the factors involved in operations planning
- Explain factors involved in operations scheduling
- Explain factors involved in operations control
- Relate quality to productivity
- Explain how one can manage for quality
- Identify the tools used for total quality management
- Define supply chain management
- Identify various strategies used to improve productivity and quality

**INFORMATION SYSTEMS AND COMMUNICATION TECHNOLOGIES**

- Define information management
- Explain why businesses must manage information effectively
- Discuss how the communication technologies can be used to improve business

**PRINCIPLES OF ACCOUNTING**

- Identify the roles of accountants in business
- Define the different types of accounting
- Identify the components of a balance sheet
- Identify the components of an income statement
- Identify the components of a cash flow statement
- Identify the components of a budget
- Explain the use of various financial ratios
- Explain specific issues related to international accounting

**BANKING AND FINANCE**

- Describe the characteristics and functions of money
- Describe the different kinds of financial institutions that make up the U.S. financial system
- Identify special financial services in the U.S. financial system
- Discuss the structure and function of the Federal Reserve System
- Identify the tools the Federal Reserve System uses to control the U.S. money supply
- Identify issues related to international banking
- Define the different types of stocks and bonds
- Describe various investment opportunities
- Analyze the process by which securities are bought and sold
- Explain how the securities market is regulated

**FINANCIAL AND RISK MANAGEMENT**

- Describe the responsibilities of a financial manager
- Distinguish between operating expenditures and capital expenditures
- Identify sources of short-term funds
- Identify sources of long-term funds
- Explain the risk-return relationship
- Define risk management
- Outline the steps in a risk management process
- Identify the types of insurance that can be purchased by a business

**KNOWLEDGE AND SKILLS: DO YOU HAVE WHAT IT TAKES TO BE A SUPERVISOR?  
HOW IS YOUR CULTURAL COMPETENCY?**

- Describe characteristics and competencies needed to be an effective supervisor
- Identify personal goals for improving effectiveness as a supervisor

- Describe the role and responsibilities of the supervisor
- Describe how globalization, technology, and diversity impact the supervisor's job
- Explain what it means to act and react ethically as a supervisor

### **WHAT DO SUPERVISORS DO AND WHY? PART ONE: PAPERWORK AND PROFITABILITY**

- Differentiate between planning in a top-down vs. bottom-up organization
- Describe common elements of goal-setting programs
- Identify key differences between traditional supervisors and entrepreneurial supervisory styles
- Explain the balance between authority and responsibility

### **WHAT DO SUPERVISORS DO AND WHY? PART TWO: PEOPLE AND PRODUCTIVITY**

- Describe the human resource management process
- Discuss the influence of government regulations on human resource decisions
- Identify compensation systems, training, and development plans as recruitment and retention strategies
- Describe methods of evaluating performance to increase productivity and profitability
- List the characteristics of control systems
- Compare positive and negative aspects of preventive, concurrent, and corrective supervisory control

### **WHO DECIDES WHAT AND HOW?**

- List the seven steps in the decision-making process and four types of decision-making styles
- Discuss common decision-making errors

### **REWARDS AND RESULTS: WIN, LOSE OR TIE**

- Describe five personality characteristics needed to understand employee behavior
- Describe three theories of motivation that impact job satisfaction

### **ATTITUDES AND ACTIONS: SUPERVISORS LEADERSHIP STYLES: WHO LEADS AND WHO FOLLOWS?**

- Discuss the difference between a leader and a supervisor
- Differentiate between task-centered and people-centered leadership behaviors
- Differentiate between visionary, participative, and situational leadership styles

### **WHEN AND HOW TO COMMUNICATE: SAY WHAT YOU MEAN AND MEAN WHAT YOU SAY**

- Differentiate between formal and informal communication and how each affects performance
- Describe techniques and behaviors to overcome communication barriers and provide effective feedback
- Describe assertiveness techniques that can be used to improve communication

### **STIMULATING YOUR TEAMS' SUCCESSFUL PERFORMANCE**

- Explain how group cohesiveness influences productivity
- Identify characteristics of emergent leaders in an informal group
- Describe how a team's morale and productivity reflect the supervisor's behavior and attitude

### **KEEPING EMPLOYEES ON TRACK AND SAFE ON THE JOB**

- Differentiate between formal and informal performance appraisals
- Discuss ethical and legal issues that may emerge in performance appraisals

- Describe individual and organizational responsibilities for risk management and workplace safety
- Describe the leading causes of safety and health accidents and how they may be prevented
- Discuss ways to cultivate a workplace environment that encourages health, wellness, and a "fully fit" workforce

#### **OPPORTUNITIES: MANAGING CONFLICTS AND CHALLENGES**

- Describe techniques for resolving conflict
- Discuss negotiation strategies, organizational politics, and disciplinary interventions
- Describe creative problem solving, active listening, and communication techniques that improve employee/supervisory relationships

#### **MAKE "CORRECT CHANGE": ATTENTION TO DETAIL EQUALS PROFITABILITY AND PRODUCTIVITY**

- Describe traditional and contemporary views of change in employer-employee relationships
- Explain how a supervisor's attitude toward change management impacts employees and the organization

#### **BARGAINING A WIN-WIN SITUATION FOR ALL**

- Describe the union-organizing process
- Outline the steps in the collective bargaining process
- Discuss impasse resolution techniques including effective grievance procedures
- Identify personal goals for improving effectiveness as a supervisor
- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents

**Note: This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.**

## **MICROSOFT OFFICE Module**

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

**Note:** Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

### **System Requirements:**

#### **Windows Users:**

- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

#### **Mac OS User:**

- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

#### **iPad Users:**

- Due to Flash limitations, eLearning programs are NOT compatible with iPads

#### **Screen Resolution:**

- We recommend setting your screen resolution to 1024 x 768 pixels.

#### **Browser Requirements:**

- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

#### **Suggested Plug-ins:**

- Flash Player
- Real Player
- Adobe Reader
- Java