



**Business Training for
New Managers**
Training Modules



Business Training for New Managers

- Would your staff benefit from increased business acumen and business knowledge?
- Can you help your organization's leadership identify, solve and manage problems in the workplace?
- Are there business principles that might improve your organization's success?

Business Training for New Managers provides participants with an overview of general business and management concepts and methodologies. Training participants are introduced to business and the environments in which businesses operate. Participants examine the roles of major functional areas of business and interrelationships among them. Organizational theories and techniques are examined and economic, cultural, and political factors affecting business organizations are evaluated. The training also explores team development and technological factors that affect leadership. The training features practical, relevant, technological enhanced instruction taught by experienced faculty.

The target audience for this training includes individuals that are in lower-level management or are new to management. Typical work experience ranges from 0 - 10 years.

Seven unique module offerings

Each self-paced module is designed to be completed as a standalone learning experience, with the following additional features:

- ✓ Mix and match—choose from 1-7 modules that address your organization's management challenges, goals, and priorities.
- ✓ Learning format—self-paced, instructor supported online coursework.
- ✓ Flexible course schedules—completion timelines are variable and determined by your situation and convenience.
- ✓ Your organization's specific business case studies and exercises may be included as supplements.

The following seven module offerings may be completed by participants in variable amounts of time (estimated as being up to 19 hours each), according to prior education and experience.

Important information about the educational debt, earnings, and completion rates of students who attended DeVry or Keller can be found at devry.edu/degree-programs/ge.html or keller.edu/graduate-degree-programs/ge.html.

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Module 1 Title: Business, Management, and Organization in Society

Description

Participants enrolled in this module will examine how businesses function to achieve their vision, mission, and goals as well as those of society and how management skills may impact these efforts.

Topic Readings

- Developing a Business Mindset
- Understanding Basic Economics
- Management Roles, Functions, and Skills

Objectives

Examine how businesses function to achieve their vision, mission, and goals as well as those of society and how management skills may impact these efforts by:

- Comparing and contrasting the multiple environments in which a business operates
- Differentiating the key functions of any business organization
- Evaluating a manager's potential impact on a business's success or failure
- Illustrating how the dynamics of supply and demand impact the business cycle
- Comparing and contrasting the management functions of planning, organizing, leading, and controlling

Module 2 Title: International and Ethical Competition and Rewards

Description

Participants enrolled in this module will examine how globalization and international trade strategies impact profitability and assess the ethical and legal pros and cons of various approaches.

Topic Readings

- The Global Marketplace
- Business Ethics and Corporate Social Responsibility
- Business Law

Objectives

Examine how globalization and international trade strategies impact profitability and assessing the ethical and legal pros and cons of various approaches by:

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- Examining the growing importance of international trade, along with key terms used in global business
- Evaluate different forms of international business activity and different strategic approaches to enter and operate in international markets
- Proposing socially responsible approaches for resolving ethical dilemmas arising from a business's need to serve multiple stakeholders
- Examining key considerations and constraints when conducting business in global markets

Module 3 Title: Innovation and Risk

Description

Participants enrolled in this module will examine risk and reward methods associated with new company ventures.

Topic Readings

- Entrepreneurship and Small Business Ownership
- Product and Pricing Strategies
- Risk Management

Objectives

Examine risk and reward methods associated with new company ventures by:

- Distinguishing entrepreneurship from intrapreneurship
- Examining potential sources of innovation
- Comparing and contrasting new brand and product strategies
- Comparing and contrasting alternative pricing strategies

Module 4 Title: Earning Customers in the Digital Age

Description

Participants enrolled in this module will examine approaches involved in using customer input for product design and marketing to gain an organizational competitive advantage.

Topic Readings

The Art and Science of Marketing
Distribution and Marketing Logistics
Customer Communication

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Objectives

Examine approaches involved in using customer input for product design and marketing to gain an organizational competitive advantage by:

- Comparing and contrasting various methods for communicating with customers
- Examining how marketers research supply and demand for their goods and services
- Evaluating alternatives for distributing and delivering goods and services

Module 5 Title: The Healthy Workplace

Description

Participants enrolled in this module will identify and propose approaches to improve motivational issues in the workforce.

Topic Readings

- Organization and Teamwork
- Employee Motivation
- Human Resources Management

Objectives

Identify and proposing approaches to improve motivational issues in the workforce by:

- Evaluating the effectiveness of different approaches managers can take to motivate employees
- Examining how the human resource function can impact motivation
- Analyzing how different organizational structures can influence individual and team motivation

Module 6 Title: Operations Management and Information Technology

Description

Participants enrolled in this module will propose contemporary approaches to managing operations and making comparisons to historical techniques.

Topic Readings

- Production Systems
- Information Technology

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Objectives

Propose contemporary approaches to managing operations and making comparisons to historical techniques by:

- Evaluating how technologies used to measure or enable productivity impact bottom-line profitability
- Evaluating different types of business information and how businesses use information
- Examining key concepts and techniques used to design and manage lean and flexible operational environments
- Distinguishing a value chain from a supply chain

Module 7 Title: Accounting and Finance for Nonfinancial Managers

Description

Participants enrolled in this module will apply financial principles and tools to evaluate a company's financial condition using basic accounting information and performance data.

Topic Readings

- Financial Information and Accounting Concepts
- Financial Management

Objectives

Apply financial principles and tools to evaluate a company's financial condition using basic accounting information and performance data by:

- Distinguishing managerial accounting from financial accounting
- Relating the three key financial statements to their applications throughout the accounting
- Demonstrating how one can use ratios to measure a company's financial health

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