

BUSINESS MANAGEMENT (BIZG1-CE)

BIZG1-CE 9116 Persuasion and Effective Presentations (0 Credits)

Since the time of Aristotle and ancient Greece, persuasion techniques have been providing tangible results. This course explores the theories of *logos*, *pathos*, and *ethos* as well as more contemporary modes of persuasion. Gain an in-depth understanding of these techniques, and learn to apply them in a professional setting. Perfect the fundamentals of effective presentation, construct meaningful visuals, and use narrative to inform and engage an audience. Learn to recognize the specific needs and desires of your audience and expertly create a narrative that they will find captivating and relatable.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9117 Entrepreneurship 101: Taking Your Social Enterprise from Idea to Reality (2.5 Credits)

Being a successful entrepreneur takes more than having a great idea. Gain the tools you need to turn your ideas into a working business model with financial plans and a funding pitch. Through workshops with expert instructors and real-world industry practitioners, learn the building blocks of creating a business, including determining whether an idea has practical potential, developing a business model, forecasting a budget, reviewing capital considerations, identifying your minimum viable product or service and your key customers, organizing your business according to legal forms, and using marketing resources for maximum effectiveness. Understand how to apply these principles to social entrepreneurship, benefit corporations (B-Corps), and the metrics of “doing well while doing good.” Apply the knowledge you gain throughout this course to prepare detailed business plans. You then will be able to make your pitch to potential funders and receive invaluable feedback from these industry leaders.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9200 Entrepreneurial Problem Solving (2 Credits)

Many problems in business and life are too big for one person to solve and lie outside existing organizations’ focus. Often, solving these problems would benefit society, while being profitable, engaging, emotionally rewarding, and socially valued. The ability to identify problems and to create solutions that others value is a skill that engenders independence, opportunity, and one’s choice of projects, place of work, and career path. Experiential entrepreneurship develops your ability to identify such problems, to solve them, and to market the solutions systematically and consistently. This course imparts strategies that are effective when working in large organizations—where they create responsibility and opportunity for promotion—as well as when starting new organizations or when simply problem solving in life. The course builds upon exercises and projects connected to participants’ lives. Learn skills and perspectives that apply broadly, beyond just starting ventures, so that you can apply what you learn to create projects in large companies, for community organizations, and for other classes. This class is social and interactive in nature.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9201 Entrepreneurial Selling (2 Credits)

Sales skills are essential to anyone in business, and not just to sell a product or service. Sales skills also help to start a venture, to get hired, to get promoted, and to turn ideas into realities. Yet most people shy away from selling out of anxiety, often based upon a short-term, high-pressure view of sales. This course covers essential and effective skills to influence and motivate in settings beyond just sales calls. These skills especially apply to entrepreneurial environments that have new products, few resources, a short operating history, and a need for new relationships. Learn an effective sales process that builds relationships based on listening, value, and mutual benefit—the opposite of high-pressure sales.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9210 Sourcing and Managing Global Talent (1 Credit)

This course provides an overview of common technology and operational tools to manage and lead global teams in a digital age. Gain an understanding of how to assess the need for global talent and the best areas in an entrepreneurship setting to utilize it. Learn how to find, select, hire, and complete work with global talent through current digital tools like Upwork, Trello, and Asana, to name a few. The course also will review the common techniques used to integrate global operations (part- or full-time) into existing small- or large-scale business organizations.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9310 Managing Workplace Communications (2 Credits)

The ability to manage communications and interpersonal relations effectively is central to success in business. Learn essential communication skills and their practical application to human resources, corporate communications, and management. Gain confidence and know-how, and develop a strategic communications approach for solving problems. Strengthen your ability to reach individual goals through professional guidance, active learning, and critical thinking. Topics include the communication process, style differences, oral and written presentations, interviews and orientation, conflict and negotiation, and listening and counseling.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9312 Making Social Entrepreneurship Happen (4.5 Credits)

Understand the process of social-entrepreneurial problem solving and gain the practical skills required for a value-centered career that empowers you—as an agent of change—to start making a difference right now. Wanting to do good is one thing; actually doing good is another. When we hold ourselves to lesser performance standards, we disrespect the impoverished, the disenfranchised, and the people whom we seek to help and empower. This course is not about surveying or analyzing theories of social action, social venture business models, particular social innovations, or your dream solution to the world’s problems. Engage in a balanced analysis of competing methodologies and theories of social change, and apply what you learn in order to advance your social change agenda, mission, and career.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9319 Developing and Executing a Human Resources Strategy (0 Credits)

Business leaders are increasingly looking for ways in which human resources can be more strategic and add value to the organization. Redefine your HR function and increase its contribution to your organization with practical tools to develop and communicate an effective HR strategy. Learn how to formulate, implement, and evaluate an effective human resources plan. Examine the value of the various HR functions in order to set strategic goals that support your organization.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9347 How To Lead High-Performance Teams (2 Credits)

High-performing teams are created through applying a deliberate strategy. This intensive 3-day course will teach a best-practices leadership model for building teams in which all members are highly engaged and focused on executing its goals. The course provides a set of behaviors for challenging and developing team members, raising performance levels, and creating a collaborative operating culture. It focuses on a systematic approach for empowering team members, jump-starting new projects, and executing change initiatives. Additionally, through reviewing a number of motivational theories, participants will increase their impact when conducting performance conversations. This is a highly-participative course using Harvard Business case studies and articles, team exercises and presentations, and an individual assessment. You'll leave the course with specific strategies and plans for leading your teams.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9402 Interpersonal Communication Skills (2 Credits)

Learn specific strategies and techniques to improve your effectiveness when communicating with others. Become more aware of your own communication patterns and the patterns of those around you. These methods can enhance your ability to build and strengthen both professional and personal relationships. Examine how to create a rapport with anyone, to gain trust quickly, to apply key nonverbal communication concepts and strategies that empower others to make decisions on their own, and to achieve a peak mental and emotional state.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9406 Management Techniques for New Supervisors (2 Credits)

As a new supervisor, gain the tools and techniques to successfully manage others by taking this seminar. Learn the roles, responsibilities, and functions of a supervisor, as well as basic supervision strategies, communication and leadership skills, and action planning.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9410 Models for Decision-Making and Leadership (1 Credit)

Effective decision-making is essential to personal and organizational success. Learn the process behind decision-making, explore various models and theories, and examine correlating leadership styles. Use case studies to shed light on decision-making styles—your own and those of others—and learn how to implement new ones. By the end of the course, be able to make strategic decisions more easily, more effectively, and with greater confidence.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9451 Leadership and Motivation (1.5 Credits)

Take on the challenge of leadership, and reap the rewards. Stay motivated, and inspire others to implement team projects with focus and commitment. This interactive workshop for executives, entrepreneurs, and project managers explores the underlying nature of self-motivation and the use of self-motivation strategies to inspire others. Discussion, case studies, group interaction, and other practical tools demonstrate the power of group commitment, the use of communication for motivation, energy drains and disempowerment, the creativity that stems from a productive environment, and ways to foster positive teamwork.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9453 Powerful Tools for Coaching Business Leaders (1.5 Credits)

Examine current thinking on how best to coach senior executives. Learn techniques specifically designed to help consultants and coaches develop a working rapport with the senior leadership ranks of an organization. Explore how to leverage your professional expertise to serve the partnership, and become aware of how your background may impose limits on your own coaching methods. Learn ways to gather feedback about performance results and to provide that feedback. Help executives set and achieve individual and team goals.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9454 Influence in Leadership (1.5 Credits)

Since leaders often rely on the support of colleagues and superiors to help get the job done, the ability to influence and motivate others is critical to effective leadership. Learn how to build alliances, to share responsibilities, and to gain trust and commitment from colleagues while attaining the cooperation and results you desire. This course is beneficial to any professional who depends upon others for the successful completion of his or her own job.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9457 Emotionally Intelligent Leadership (2 Credits)

Today, it is not your intelligence quotient (IQ) but rather your emotional quotient (EQ)—coupled with technical skills—that leads to success in business and in life. From top executives to line managers, leaders must possess the values, behaviors, and emotions that contribute to a high EQ. Examine the value of EQ in the workplace. Recognize and implement the four core skills, explore the second-level skills needed to inspire others, and learn techniques to develop both. Assess your own EQ leadership skills, and then create an individualized action plan to boost your EQ.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9458 True Leadership: Managing Yourself and Others (1 Credit)

Develop and adopt new leadership metrics for a higher standard of corporate stewardship. Learn to achieve inner calm and focus, to remain action-oriented, and to build vision by connecting with the needs of your business, your customers, and your employees. Translate leadership skills into your personal life for better decision-making and heightened success. Learn to cultivate the talents of others while holding people accountable for results. Gain the knowledge to inspire and to lead without ego.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9459 Critical Thinking for Business (2 Credits)

Managers are continually called upon to analyze facts, give opinions, and offer advice in an effort to solve problems, maximize productivity, and achieve business goals. Gain insight into your own thinking; contribute to decision-making in a disciplined, objective manner; and discover how to challenge the assumptions and biases that influence the thinking of others. Learn to offer insights into the way situations are perceived and described in the workplace and to foster support for innovative solutions.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9510 Principles of Business Operations Management (2 Credits)

Gain an understanding of the foundation and framework needed to implement and run a sustainable business operation effectively. Learn practical instruction in overall operations strategy and planning for the service and manufacturing industries. Examine how to develop an efficient operational infrastructure, to manage the supply chain and meet industry demands, to maintain quality control and assurance, to manage customer service, to create business models and policies, to choose an appropriate corporate structure, and to maximize physical and intangible assets. Acquire the tools and knowledge needed to assess and evaluate options that increase business value in any industry.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9511 Building Relationships and Networking for Business (0 Credits)

Building the right relationships (i.e., networking) is critical in business. Recent research suggests that building relationships is one of the top three skills that impact success in young professionals' careers. This course teaches you the skills for making effective professional connections by highlighting specific steps that you can take in order to maximize your success, build upon your existing relationships, and create a network that can last a lifetime. In class, identify the best way to make the most of your personal and professional interactions and develop a plan to grow your network as you grow your professional life.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9650 Preparing a Business Plan: A Road Map to Success (2 Credits)

Thinking of starting your own business and hoping to attract financing? The first steps taken are important, and a solid, well-constructed business plan is the smartest way to begin. Learn how to develop a tailored business plan and financing proposal; one that ensures productivity and profit. Topics covered include market research and analysis, pricing and competition, financial statement preparation, and personnel recruitment and development. This course includes a review of a sample business plan to help you can get started on the right track.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9651 Personal Branding (1.5 Credits)

Tailored for business owners, entrepreneurs, career changers, and marketers, this course helps you to develop the skills needed to create your own personal brand identity. Learn the nuances of public relations, reputation management, and self-promotion. Understand how to cultivate an online identity and presence, to develop perception and influence, and to use impression management.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9653 Starting Your Own Business (2 Credits)

A business that immediately turns a profit is the dream of anyone who has ever left the security of a steady job to strike out on one's own. Receive an overview of the key issues essential to planning a start-up—whether it is a web-based business or a traditional sales- or service-oriented company. Topics include general business operations, such as staffing, purchasing, and insurance; legal forms of ownership; capital requirements; financing sources; and marketing techniques. Learn how to integrate finance, marketing, and operations to determine where your business is going and how to accelerate its growth.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9654 Building Your Small Business Brand (1.5 Credits)

Learn how to apply big brand marketing techniques and methodologies to building a small business brand from an award-winning marketing professional. Designed for product-driven small businesses that have been in business for more than two years, this course highlights the importance of the customer experience, building a brand experience, brand definition, how to target the appropriate audiences, competitive analysis, positioning, messaging, and touch-point mapping.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9664 Starting a Business Intensive (4 Credits)

Launching a new business is a challenge. If you have often wondered where to begin, this intensive provides the foundation you need to develop a successful brand and venture. Receive real, practical advice on what it takes to run a business. This course addresses practical issues from business planning and marketing to liability and finance issues. Gain knowledge and insight to help you to make decisions concerning business forms, intellectual property, and operations. Learn when to mediate and when to litigate business disputes. Topics include evaluating ideas for new business ventures; strategies to launch a business venture; scalability; identifying available resources; legal, tax, and accounting issues; sales and marketing techniques; selecting the right advisors; and evaluating information in order to make the best decisions for you and your company over time. This program is intended for those seriously considering starting their own business. If you haven't done any research but have an idea that you want to pursue, this intensive is appropriate for you. It is not designed for those who are already in business.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9667 Building and Maintaining a Professional Practice (0 Credits)

Starting a professional practice or a small business service as a coach, lawyer, accountant, consultant, or other solo practitioner can be a challenge. Gain practical, immediately applicable insight into organization, strategic planning, operations, growth, finance, and marketing. Consider liability issues and exit options. This course is designed for professionals who are starting or re-envisioning their own practice.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9844 High-Impact Decision Making (1.5 Credits)

Decision-makers in both large corporations and small businesses benefit from a greater understanding of how value systems affect performance, problem solving, employee commitment, and motivation in their organizations. Learn how to make better-informed decisions, to find lasting solutions to problems, and to empower employees by developing a clear appreciation of the values they embrace. As a coach or a leader, gain techniques for understanding and applying value-based thinking, which leads to consistent action, positively impacts conflict resolution, and helps to support an organization's vision and mission.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9846 Growing A Product-Oriented Business Intensive (4 Credits)

If you have been in business for a few years, developed a product, expanded your business team, contemplated an acquisition or merger, added new lines, or are exploring new venues to expand distribution, discover the most effective strategies for supporting the growth of your organization. Designed for business owners in the product industry, this intensive program provides critical insights into how to take advantage of growth opportunities and provides real world, practical advice for bolstering your business acumen.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9847 The DNA of Micro-Communication (2 Credits)

Leveraging small-scale and interpersonal communication is at the core of building trusted business relationships. The strength and subsequent viability of these relationships lies in how effectively you are able to communicate your organization's messages and goals online and offline. Through lectures, case study analyses, discussion, debate, role playing, video, strategic development, and practical application, gain a comprehensive understanding of the subtleties and nuances of microcommunication. Examine the impact of microinequities on interpersonal engagement and identify the most effective strategies to address and overcome microinequity-related conflict.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9907 Organizational Needs Analysis (2 Credits)

Learn how to use a needs analysis as the basis for designing a training program. Develop skills in conducting a training needs analysis geared to such organizational goals as raising productivity, meeting industry standards, complying with government regulations, and introducing new processes or software. Become skilled in working with managers to target training for maximum impact. Identify training delivery platforms tailored to an organization's learning needs and budget. Understand how to document and to verify your findings; develop a program proposal, budget, and implementation plan; and gain management approval for your plan.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9910 Crowdfunding for Small Businesses and Start-ups (1.5 Credits)

The explosive growth of technology and online platforms and the more recent JOBS Act has provided small businesses and start-ups with alternative approaches to raising capital. However, businesses must ensure that they comply with specific regulations as established by the U.S. Securities and Exchange Commission. Learn about the different types of crowdfunding, and understand what each means. The course also covers the more complex and currently evolving SEC regulations, the various social media platforms for raising capital, investment caps, investor relations, intermediaries, and the pros and cons of crowdfunding.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9916 U.S. Business Laws and Regulations (2 Credits)

Adherence, due diligence, and an understanding of laws and regulations are imperative to the success of any U.S. corporation. Gain an overview of critical topics, such as corporate governance and compliance; contract law; hiring practices; application for a U.S. tax identification number (EIN); validation and trademark of a company name; securities and antitrust law; product and service liability; and legislation and regulation affecting corporate business practices, such as the Sarbanes-Oxley Act and the Securities and Exchange Commission (SEC).

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

BIZG1-CE 9917 Business Communications (1.5 Credits)

All successful leaders possess a firm mastery of business communications skills. Whether communicating in-person or virtually, en masse or one on one, the ability to effectively convey your message will be the deciding factor as to whether or not others will respond to and engage with you. This class provides an overview of rhetoric, the practicalities of technical communications, the nuances of interpersonal communication skills, visual presentation delivery, and business writing proficiencies. Upon completion of the course, you will have developed the competencies and skill sets necessary to engage your audience.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes