

American Management Association's Business Essentials Certificate Program

Learning Objectives

- Demonstrate Business Acumen in the Essential Areas of Organizational Alignment, Customer Focus, Finance, and Project Management

Start-Up

- Identify How Business Acumen Fits into the Total Work of Individual Contributors
- Determine Overall Goals and Objectives for This Program
- Understand What Will Be Covered in This Program
- Learn Who's Who

Organizational Alignment

- Analyze How Money Flows Through an Organization
- Identify the Industry Changes Surrounding the Organization
- Assess How Well the Organization Is Structured to Manage Cash Flows and Deal with Industry Changes
- Intelligently Discuss the Impact of Economic News on an Industry, an Organization, and One's Own Work

Customer Focus

- Align with Your Organization and Department's Customer Focus Strategies
- Describe Techniques for Communicating Effectively with Customers, Including Ways to:
 - Ask Questions and Listen Actively to Learn About the Needs of Individual External and Internal Customers
 - Adapt to Customers' Different Communication and Decision-Making Styles
 - Develop Solutions for Meeting Customer Needs in Ways That Balance Organizational and Individual Needs
 - Turn Conflicts into Opportunities for Better Collaboration
- Incorporate Customer Focus When You Update/Report on Current Work or Propose New Work

Financial Acumen

- Align Your Work with the Financial Goals of Your Organization (or a Client's Organization)
- Incorporate Key Financial Issues When You Discuss and Structure Your Current or Proposed Work
- Demonstrate to Management Your Commitment to Supporting the Organization's Financial Goals
- Explain How Financial Specialists Analyze Basic Financial Documents to Gather Information About an Organization Regarding Its Ability to Pay Bills, Repay Lenders or Investors, and Reinvest to Grow the Organization
- Give Examples of Questions That Key Financial Ratios Answer

Project Management

- Describe Key Project Management Terminology
- Recognize the Value of Knowing Why/How a Project Is Important to the Organization and to Yourself
- Explain the Elements of a Charter and Its Relevance to Initiating a Project
- Identify Stakeholders and Their Roles on a Project
- Determine the Scope of Work for the Project
- Identify Roles and Responsibilities for the Project
- Plan for Potential Risks to the Project

The Capstone Challenge

- Participate in an Activity to Bring Together Areas Covered in This Program So That You Can Touch on Aspects of Your Skills and Experience That Add Clear Business Value and Support to Essential Business Needs