COURSE SYLLABUS

“MBA” Business Certificate

Learn the skills you’ll need to succeed as a business professional with our comprehensive applied business program. This program covers essential tools and strategies for project management, finance, marketing, data analysis, and productivity with generative AI, ensuring you gain practical, hands-on experience to excel in the business world.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/certificates/mba-business



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Course Outline

This package includes these courses

- Project Management Level I (6 Hours)
- Project Management Level II (6 Hours)
- Intro to Financial Accounting & Financial Statements (6 Hours)
- Intermediate Financial Accounting (6 Hours)
- Beginner Excel Course (6 Hours)
- Intermediate Excel Course (6 Hours)
- Advanced Excel Course (6 Hours)
- Data Analytics Foundations (12 Hours)
- Marketing Strategy (12 Hours)
- Generative AI with ChatGPT (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)
- Applied Leadership & Management Skills (12 Hours)

Attend up to 60 hours of electives based on your chosen focus. Choose your classes & dates after you register for the program.

- Python for Data Science Bootcamp
- Financial Modeling Bootcamp
- AI for Marketing Bootcamp
- Business Writing Bootcamp
- Tableau Bootcamp
- Power BI Bootcamp
- Intro to Corporate Finance
- Figma Bootcamp
- SEO Bootcamp

- Google Analytics Bootcamp
- Stock Market Investing

Project Management Level I

- Learn about the five phases of project management, focusing on the first two: Initiation and Planning
- Understand important foundational concepts and project management terms
- Learn about selecting projects, defining/planning/scheduling activities, managing resources, and much more
- Become familiar with the various duties and qualities of a Project Manager

Project Management Level II

- Continue learning about the five phases of project management, focusing on the last three: Execution, Monitoring, and Closing
- Understand project costs and budgeting
- Learn how to manage resources
- Manage risk, changes, and uncertainty
- Get an overview of Agile Project Management frameworks: Scrum, Kanban, and Extreme Programming (XP)

Intro to Financial Accounting & Financial Statements

- Financial accounting fundamentals, including cash versus accrual accounting and GAAP
- Income statement line items and financial metrics
- Balance sheet: Assets = Liabilities + Shareholders' Equity
- Cash Flow Statement: Cash flows from operating, investing, and financial activities
- How the financial statements tie together

Intermediate Financial Accounting

This class will deepen your knowledge of complex accounting principles and prepare you for the challenges of navigating advanced financial reporting scenarios. Build your knowledge of investments, securities, debt accounting, and other complex financial accounting concepts in this class.

- Prepare for complex accounting tasks
- Learn advanced income statement processes
- Handle unusual items and EPs
- Work with deferred taxes and tax journal entries
- Manage intercompany investments
- Understand how debt accounting works

Beginner Excel Course

In this beginner Excel course, you will learn the essentials of Microsoft Excel, including calculators, basic functions, graphs, formatting, and printing.

- Become familiar with the interface and data entry
- Learn essential formulas and functions
- Format and print your work

- Create charts, including line, column, and pie charts
- Learn tips and tricks for easy workbook management
- Review key concepts in a final project

Intermediate Excel Course

Learn intermediate Excel functions like VLOOKUP and SUMIFS, and how to summarize data with Pivot Tables, Sort and Filter databases, and split and join text.

- Learn to split and join text, add data validation, and use named ranges
- Use database functions such as VLOOKUP and HLOOKUP
- Add logical statements, including AND, OR, and IF statements
- Create PivotTables to quickly summarize large databases
- Use statistical functions such as RANK, COUNTIFS, and SUMIFS
- Create advanced combo charts from multiple charts
- Review key concepts by creating a final project

Advanced Excel Course

Learn all of the most complex features of Microsoft Excel in this advanced training course.

- Understand cell management, including cell locking, auditing, and hotkeys
- Learn special formatting for calculating dates
- Use advanced functions, such as nested IF statements
- Learn advanced analytical tools for data consolidation, conditions to exclude data, and PivotCharts
- Use advanced database functions, such as MATCH, VLOOKUP-MATCH, and INDEX-Double MATCH
- Record macros and relative reference macros for ad-hoc reporting
- Create a project that applies key concepts from the class

Data Analytics Foundations

Build a strong analytical foundation through hands-on training in statistical concepts, forecasting techniques, and data modeling methods used across industries for smarter decision-making.

- Understand core statistical concepts such as measures of central tendency, data dispersion, and the normal distribution
- Explore descriptive and inferential statistics, including probability distributions such as binomial and Poisson
- Learn to analyze and forecast data using correlation, linear regression, and multiple regression models
- Apply predictive analytics using tools such as trendlines, moving averages, and scenario modeling
- Create clear data visualizations with charts, histograms, icon sets, color scales, sparklines, and pivot tables
- Discover prescriptive analytics methods like Solver and linear programming to support optimized decision-making

Marketing Strategy

Learn the fundamentals of successful marketing to help you achieve your business goals. Whether you're a small business owner, an aspiring marketer, or someone looking to enhance their skill set, this class will provide you with the foundational knowledge and practical skills needed to create and execute effective marketing strategies.

- Understand the foundational principles of marketing

- Learn how to conduct market research to identify target audiences, understand customer needs, and analyze market trends
- Discover how to create an effective marketing plan, including setting objectives, defining strategies, and outlining actionable steps
- Gain an introduction to digital marketing channels and how to leverage them in your strategy
- Learn how to track and measure the success of your marketing efforts using key performance indicators (KPIs) and analytics tools

Generative AI with ChatGPT

- Explore generative AI and ChatGPT to understand what's possible and how you can use it
- Learn how to write prompts that generate useful responses
- Discover real-world applications of ChatGPT

AI for Workplace Productivity with Microsoft Copilot

Discover how to boost efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365. This course provides practical, hands-on training to help you apply Copilot across workplace tools and tasks.

- Understand the fundamentals of artificial intelligence and how large language models (LLMs) like Copilot work
- Learn how to write effective prompts and refine Copilot responses across different workplace scenarios
- Explore how to use Copilot in Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and enhance everyday tasks such as email writing, meeting notes, data analysis, and document summarization
- Create AI-generated images and graphics, and understand the limitations and best practices of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot, and identify when to use each for maximum productivity
- Stay up-to-date with the latest AI tools and mobile apps to extend your workflow beyond the desktop

Applied Leadership & Management Skills

Learn how to become an effective leader and manager in a business setting. This class covers different leadership and communication styles and techniques for managing a team with confidence.

- Explore different leadership styles and when to apply them effectively
- Learn techniques for clear, persuasive, and motivational communication
- Understand how to build, manage, and motivate high-performing teams
- Gain strategies for resolving conflicts and fostering a collaborative environment