"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.

For more information, visit
https://www.creativelive.com/learning-path/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)
- Excel Level I: Fundamentals (6 Hours)
- Excel Level II: Intermediate (6 Hours)
- Excel Level III: Advanced (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
- SQL Bootcamp
- Business Writing Bootcamp
- PowerPoint Bootcamp
- Tableau Bootcamp
- Intro to Corporate Finance
- Power BI Bootcamp
- Figma Bootcamp

- SEO Bootcamp
- Google Analytics Bootcamp
- Stock Market Investing

Project Management Level I

Learn the strategies, methods, and terminology commonly used in project management. Develop a practical understanding of the five stages of project management, focusing on the Initiation and Planning phases, and gain insight into the skills and responsibilities of a successful Project Manager.

- 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

Learn advanced project management techniques, including execution, monitoring, and closing phases. Learn to manage budgets, resources, and risks. Discover Agile Project Management and popular frameworks like Scrum, Kanban, and XP.

- 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, Kansan, and Extreme Programming (XP)

Intro to Financial Accounting & Financial Statements

Learn how to analyze financial statements and reports, including income statements, balance sheets, and cash flow statements, and understand essential financial accounting principles and metrics. This course offers hands-on exercises using real-life examples from well-known companies like Facebook, Amazon, and Apple to demonstrate practical application.

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

Intermediate Financial Accounting

This Intermediate Financial Accounting 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

Excel Level I: Fundamentals

In this beginner Excel course, you will learn the essentials of Microsoft Excel, including calculations, basic functions, graphs, formatting, and printing. This comprehensive course is perfect for those with limited experience looking to expand their proficiency.

- 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

Excel Level II: Intermediate

Learn intermediate Excel functions like VLOOKUP and SUMIFS, and how to summarize data with Pivot Tables, Sort & Filter databases, and split and join text. Gain the skills needed to utilize complex Excel functions and prepare for more advanced training.

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

Excel Level III: Advanced

Learn all of the most complex features of Microsoft Excel in this advanced training course—Excel functions, macros, and data analysis to improve efficiency and manage complex data in any job setting. This advanced course is ideal for Excel power-users.

- Cell management including cell locking, auditing, and hot keys
- 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 pivot charts
- Use advanced database functions including 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, including measures of central tendency, data dispersion, and the normal curve
- Explore descriptive and inferential statistics, including probability distributions like binomial and Poisson
- Learn to analyze and forecast data using correlation, linear regression, and multiple regression techniques
- Apply predictive analytics with tools like trendlines, moving averages, and scenario modeling
- Create clear data visualizations using charts, histograms, icon sets, color scales, sparklines, and pivot tables
- Discover prescriptive analytics techniques such as Solver and linear programming to optimize 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

Harness the creative power and efficiencies of AI with this hands-on workshop. Explore the cutting-edge world of artificial intelligence and learn how to generate text, ideas, images, and more with ChatGPT.

- Understand the fundamentals of generative AI and its applications and potential impact across industries
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level
- Write effective prompts that generate accurate, useful, and creative responses
- Gain hands-on experience with popular generative AI tools and platforms
- Integrate generative AI into creative workflows, problem-solving, and innovation
- Analyze real-world examples of generative AI in action and explore its ethical implications

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 AI 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