

# "MBA" Business Certificate

Learn the skills you'll need to succeed as a business professional. This comprehensive program covers tools and strategies for project management, finance, marketing, data analysis, productivity with generative AI, and more.

Group classes in NYC and onsite training is available for this course. For more information, email [corporate@nobledesktop.com](mailto:corporate@nobledesktop.com) or visit: <https://www.nobledesktop.com/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)
- 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 (6 Hours)
- Generative AI with ChatGPT (6 Hours)
- AI for Workplace Productivity (6 Hours)
- Intro to Corporate Finance (3 hours)
- Leadership & Management (12 Hours)
- Business Management Essentials: Law, Employment, Payroll and Risk (Self-Paced) (0 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
- SQL Bootcamp
- Business Writing Bootcamp
- PowerPoint Bootcamp
- Tableau Bootcamp
- Power BI Bootcamp
- 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:  $\text{Assets} = \text{Liabilities} + \text{Shareholder's Equity}$
- Cash Flow Statement: Cash flows from operations, investing, and financing
- How the financial statements tie together

## Intermediate Financial Accounting

- 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

- Learn how to use functions to speed up your workflow
- Add formatting and other visual effects
- Turn data into visual charts, including line, column, and pie charts
- Learn tips and tricks for easy workbook management

## Excel Level II: Intermediate

- Learn to split and join text, add data validation, and named ranges

- Use database functions and logical statements
- Create Pivot Tables to quickly summarize large databases
- Create advanced combo charts from multiple charts

## **Excel Level III: Advanced**

- Cell management including cell locking, auditing, and hot keys
- Special formatting for calculating dates
- Use advanced functions and advanced analytical tools
- Record macros and relative reference macros for ad hoc reporting

## **Data Analytics Foundations**

- Fundamentals of data analytics and statistics
- How to use data for forecasting & decision-making
- How businesses use data analytics in their processes

## **Marketing Strategy**

- 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**

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

## **AI for Workplace Productivity**

- Leverage AI for task automation, project management, communication, data analysis, time management, & more
- Learn how to integrate today's top AI productivity tools in your everyday work life
- Use case studies & hands-on projects to examine how you can employ AI in a real-world setting

## **Intro to Corporate Finance**

- Corporate finance fundamentals including NPV and IRR
- Roles of corporate finance professionals and investment bankers
- Financial instruments: stocks, bonds, and options
- Initial Public Offerings
- Bonds, yields, and credit ratings
- Dividends versus share buybacks
- Mergers and acquisitions

- How leverage increases risk and returns
- Corporate valuation

## **Leadership & Management**

- 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

## **Business Management Essentials: Law, Employment, Payroll and Risk (Self-Paced)**

- Contract law
- Choice of venue
- Typical clauses in contracts
- Employee vs. independent contractor status
- Overtime laws
- State vs. federal labor laws
- Remote employment considerations
- Local employment laws such as paid sick leave
- Payroll including withholdings
- Paid family leave
- Employee handbooks
- Anti-discrimination & anti-sexual harassment law