

IMPROVING ON-THE-JOB SUCCESS AND UPWARD MOBILITY WITH SOUGHT-AFTER MANAGEMENT SKILLS

OPPORTUNITY

Riverside City College, a California Community College with a diverse student body, wanted to improve the career advancement of its graduates in the area of its management program. As a trailblazing Community College that is always looking to enhance student success and better prepare its students to meet the needs and challenges of the industry, they decided to enhance their management curriculum by offering a new course with an industry-recognized credential. By focusing specifically on management skills, they sought to improve on-the-job success and upward mobility of their students by partnering with the American Management Association, which is a widely recognized institution by employers.

AMA's SOLUTION

To help achieve this goal, the college was drawn to American Management Association's Certified Professional in Management™ (AMA-CPM™) credential. As a global provider of management development and educational services, AMA's accredited credential was integrated within the college's management curriculum as a means to recognize managerial competence. The Management Body of Knowledge (MBOK), AMA's flagship publication and resource guide outlining the best combination of knowledge, skills and abilities that managers need to successfully perform and deliver results, provided turnkey, rigorously vetted coursework in 16 competencies spanning professional effectiveness, relationship management, business acumen and analytical intelligence. The curriculum was comprised of weekly chapter quizzes, discussions on relevant management topics and case studies that coincided with the content covered in the MBOK, and culminated with a capstone certification exam amplifying the institution's degree offerings with an alternative credential.

Riverside City College partnered with AMA to certify one of its own faculty members to serve as a master trainer providing the means for delivery to its student body.

RESULTS

The first cohort capped at 26 enrolled students for the 12-week online class to maximize small group interactivity. AMA worked with the school's certified faculty to develop supplemental materials and resources along with the faculty's video-based lectures, providing a layered approach to learning in an effort to ensure students were synthesizing the curriculum between classes and starting to apply the learning in their workplaces. Students were highly engaged in the discussions and case studies, sharing their own professional experiences as they related to

the management topic being covered at the time. This helped them change their behaviors at work to bolster their careers and prepare for the final capstone exam.

The integration of the AMA-CPM program into Riverside City College's existing curriculum armed students with the capabilities to transform professional competencies into functional knowledge and transferrable skills for immediate application in the workplace, while preparing them for the exam and to graduate with both a degree and an alternative credential. Students were highly receptive and rated the inaugural course a 4.73 out of 5 stars, and passed the course with an overall average student grade of 80%. Registration is ongoing for future cohorts.

“I thoroughly enjoyed teaching this class and learned so much in the process, as well. Offering a course like this allows students to graduate with a certificate or an associate degree with a concentration in management, and now the AMA-CPM credential to increase marketability and job attainment.”

*Assistant Professor - Business Administration,
Kinnari Bhavsar, Riverside City College*

Students were quoted saying

“...the course helps with understanding certain aspects of business that can help managers succeed in the future. I do believe it helps my educational goals because you learn way more than just how to manage people.

And ... I found this course very interesting and beneficial to my career path.”



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