

**American Management Association's  
AMA's 5-Day "MBA" Certificate Program**

***Get a Return on Investment***

- Identify How the Relationship Between Risk and Return Influences Everyday Business Decisions
- Recognize How Effective Risk Management Maximizes Returns While Mitigating, Minimizing, and Eliminating Risks
- Identify Ways a Business Creates and Builds Value

***Speak Finance***

- Identify Accounting Terms and Concepts
- Recognize How the Accounting Process Flows from Journal Entries, to the General Ledger, Trial Balance, and Financial Statements, Translating Operational Activities into the Financials
- Review and Analyze the Components of Financial Statements, Including the Income Statement, Balance Sheet, Statement of Retained Earnings and Cash Flow Statement
- Comprehend How the Financial Statements Interact with One Another
- Build a Set of Financial Statements from Scratch

***Problem-Solve, Invest, and Grow***

- Calculate Key Financial Ratios Using the Financial Statements
- Identify and Define the Key Liquidity, Leverage, and Profitability Ratios
- Explain How to Improve Profitability Through Cost Analysis and Profit Planning
- Recognize and Apply Different Methods for Evaluating Capital Expenditures and Monitoring Project Performance
- Evaluate and Monitor Operating Performance

***Manage***

- Appreciate How the Role of the Manager Has Changed in the Global Business Environment
- Assess Individual and Team Behavioral (Social) and Communication Styles
- Develop, Coach, and Motivate Individual People
- Apply Tools to Manage Teams, Processes, and Information
- Address Generational Differences and Manage Conflict
- Move from an Operational Manager to a Strategic Leader

## ***Communicate***

- Utilize Effective Speaking, Listening, and Writing Strategies to Enhance and Expand Your Interpersonal and Organizational Communication Skills
- Present Ideas (in Writing and Verbally) in a Logical, Well-Organized Format in the Appropriate Tone
- Create Complete Messages (That Cover All the Critical Information)

## ***Strategize***

- Formulate Strategy Using the ADEPTT Model
- Develop Techniques to Define Strategy Goals
- Engage Resources
- Plan and Execute Productively
- Troubleshoot Successfully
- Track Results and Celebrate

## ***Market***

- Define and Analyze Marketing Fundamentals: What Is Marketing, and Why Is It Important?
- Use the Five Ps of Marketing: Positioning, Product, Pricing, Placement/Channels, and Promotion

## ***Innovate***

- Define and Differentiate Between Creativity and Innovation
- Apply Tips and Tools to Develop Creative and Innovative Thinking Around Products and Services

## ***Business Challenge Situation***

- Collaborate with Your Team to Make Sound Business Decisions
- Practice Your Leadership and Teaming Skills
- Compete and Create Value for Your Company

## ***Lead***

- Discuss the Key Characteristics of Leadership
- Differentiate Between Leading and Managing