COURSE SYLLABUS

"MBA" Business Certificate (Self-Paced)

Learn the skills needed to succeed as a business professional in this comprehensive applied business program. You'll explore essential tools and strategies for project management, finance, marketing, data analysis, and productivity with generative AI.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nobledesktop.com/certificates/mba-business-online



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Course Outline

This package includes these courses

- Project Management Level I (Self-Paced) (6 Hours)
- Project Management Level II (Self-Paced) (6 Hours)
- Intro to Financial Accounting & Financial Statements (Self-Paced) (6 Hours)
- Intermediate Financial Accounting (Self-Paced) (6 Hours)
- Excel Level I: Fundamentals Course Online (Self-Paced) (6 Hours)
- Excel Level II: Intermediate Course Online (Self-Paced) (6 Hours)
- Excel Level III: Advanced Course Online (Self-Paced) (6 Hours)
- Data Analytics Foundations Course Online (Self-Paced) (12 Hours)
- Marketing Strategy (Self-Paced) (12 Hours)
- Generative AI with ChatGPT Online (Self-Paced) (6 Hours)
- AI for Productivity with Copilot Online (Self-Paced) (6 Hours)
- Applied Leadership & Management Skills (Self-Paced) (12 Hours)
- ChatGPT Level 2 Online (Self-Paced) (6 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 Course Online (Self-Paced)
- Financial Modeling Bootcamp (Self-Paced)
- AI for Marketing Course (Self-Paced)
- Business Writing Bootcamp (Self-Paced)
- PowerPoint Bootcamp (Self-Paced)
- Tableau Course Online (Self-Paced)
- SQL Course Online (Self-Paced)
- Intro to Corporate Finance (Self-Paced)
- Power BI Bootcamp (Self-Paced)
- Figma Bootcamp (Self-Paced)

- SEO Bootcamp (Self-Paced)
- Google Analytics Bootcamp (Self-Paced)
- Stock Market Investing (Self-Paced)

Project Management Level I (Self-Paced)

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 (Self-Paced)

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, Kanban, and Extreme Programming (XP)

Intro to Financial Accounting & Financial Statements (Self-Paced)

Learn to interpret and analyze financial statements, such as income statements, balance sheets, and cash flow statements, while grasping essential accounting principles and metrics. This course features hands-on exercises using real-world data from companies like Facebook, Amazon, and Apple to showcase practical applications.

- Gain a solid understanding of financial accounting fundamentals, including cash vs. accrual accounting and GAAP
- Break down income statement line items and key financial ratios
- Master the balance sheet equation: Assets = Liabilities + Shareholders' Equity
- Understand cash flow statements, covering operations, investing, and financing activities
- Learn how to connect and interpret financial statements together

Intermediate Financial Accounting (Self-Paced)

Deepen your understanding of complex financial accounting principles with this self-paced course. You'll build your knowledge of advanced topics like investments, securities, debt accounting, and more, preparing you for challenging financial reporting scenarios.

- Prepare for advanced accounting tasks
- Learn intricate income statement processes
- Manage unusual items and earnings per share (EPS)

- Work with deferred taxes and tax journal entries
- Navigate intercompany investments
- Understand the complexities of debt accounting

Excel Level I: Fundamentals Course Online (Self-Paced)

In this beginner Excel workshop, you'll learn the essentials of Microsoft Excel, including calculations, basic functions, graphs, formatting, and printing. This basic Excel class 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 Course Online (Self-Paced)

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, apply data validation, and create named ranges
- Use lookup functions such as VLOOKUP and HLOOKUP
- Write logical formulas using AND, OR, and IF functions
- Create PivotTables to efficiently summarize and analyze large datasets
- Apply functions such as RANK, COUNTIFS, and SUMIFS
- Build advanced combo charts by combining multiple chart types
- Reinforce key concepts through a guided final project

Excel Level III: Advanced Course Online (Self-Paced)

Learn advanced 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 and advanced analytical tools
- Record macros and relative reference macros for ad hoc reporting

Data Analytics Foundations Course Online (Self-Paced)

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 (Self-Paced)

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 Online (Self-Paced)

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

- Understand the fundamentals of generative AI, including its applications and potential impact across various industries
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level
- Learn how to write prompts that generate useful responses
- Gain hands-on experience with popular generative AI tools and platforms
- Discover practical ways to integrate generative AI into creative workflows, problem-solving, and innovation
- Analyze examples of generative AI in action and explore its ethical implications
- Develop a foundational understanding to continue learning and working with generative AI technologies

AI for Productivity with Copilot Online (Self-Paced)

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 (Self-Paced)

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

ChatGPT Level 2 Online (Self-Paced)

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments
- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice creating images directly in ChatGPT