COURSE SYLLABUS

“MBA” Business Certificate

Learn the skills you’ll need to succeed as a business professional with our comprehensive applied business program. You'll cover 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.

Group classes (NYC) and onsite training are available for this course. For more information, email 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 (12 Hours)
- Generative AI with ChatGPT (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)
- Applied Leadership & Management Skills (12 Hours)
- ChatGPT Level 2 (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 Bootcamp
- Financial Modeling Bootcamp
- AI for Marketing Course
- 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, Kanban, 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 + Shareholders' Equity
- Cash Flow Statement: Cash flows from operations, investing, and financing
- How the financial statements tie together

Intermediate Financial Accounting

This 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

- Get comfortable with the Excel interface and learn multiple ways to enter and organize data in a worksheet.
- Work with rows, columns, and worksheets by inserting, deleting, hiding, grouping, and managing spreadsheet elements.
- Build foundational Excel skills with Autofill, basic calculations, AutoSum, and essential functions such as SUM, AVERAGE, MAX, MIN, and COUNT.
- Use formulas more effectively with absolute references, logical true/false tests, text functions, and multi-input functions.
- Format spreadsheets for clarity with cell formatting and conditional formatting that highlights data based on specific rules.
- Create visual reports with column charts, line charts, pie charts, sparklines, and Excel Tables.
- Manage workbooks more efficiently using Freeze Panes, printing tools, display options, templates, and essential keyboard shortcuts and Excel tips.
- Reinforce key concepts through end-of-class projects designed to review what you learned.

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.

- Navigate worksheets more efficiently using keyboard shortcuts and Excel tools that speed up movement within and between cells.
- Work with formulas and text by reviewing calculation methods, splitting text with Text to Columns, and joining text with CONCAT and the ampersand.
- Manage cell ranges with Paste Special, Paste Special Values, and named ranges to format data, hardcode results, and simplify references in calculations.
- Use database tools such as VLOOKUP, XLOOKUP, Sort & Filter, and Remove Duplicates to find, organize, and clean large sets of data.
- Build PivotTables to summarize large databases, group data within PivotTables, and create multiple PivotTables on a single worksheet.
- Apply logical, math, and statistical functions including IF, AND, OR, SUBTOTAL, SUMIFS, and COUNTIFS to analyze data based on conditions and filtered results.
- Improve data quality with Data Validation and reinforce key course concepts by completing an end-of-class 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.

- Use advanced navigation tools, Autofill techniques, Hot Keys, and Go To Special to move through worksheets and work more efficiently.
- Build stronger formulas with mixed references, cell auditing tools, date functions, and custom number formats.
- Create advanced logic with nested IF statements and IF formulas that incorporate AND/OR criteria for more flexible results.
- Perform What-If Analysis with Goal Seek and Data Tables to test variables and evaluate possible outcomes.
- Analyze data with advanced PivotTable tools, including base fields and sets, calculated fields, and PivotCharts.
- Use XMATCH, INDEX-MATCH, macros, and dynamic arrays to create powerful lookups, automate tasks, and complete an end-of-class

project reviewing key concepts.

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

ChatGPT Level 2

Build on your foundational ChatGPT skills with advanced techniques for choosing the right AI models, improving prompts, customizing responses, and using tools such as Deep Research, Agent Mode, Projects, and Custom GPTs. This hands-on course is ideal for users who want to work more efficiently, automate workflows, and take advantage of the latest advanced features in ChatGPT.

- Compare ChatGPT models to understand their strengths, limitations, usage limits, and ideal use cases
- Learn when to use Deep Research, Web Search, Thinking Models, and Agent Mode for different types of tasks and workflows
- Improve your prompt engineering skills by using ChatGPT to write, optimize, and refine prompts using proven best practices
- Customize ChatGPT's writing style and responses to sound more natural, personalized, and aligned with your needs
- Use Projects and Custom GPTs to organize files, instructions, workflows, and AI tools tailored to specific goals
- Explore introductory "vibe coding" techniques to generate code, build simple workflow tools, and understand the risks and limitations of AI-assisted coding