Be **More.** of Who You Were Meant to Be

Professional Credential Courses at Thomas More University

January 2022

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Professional Credentials

At Thomas More University we believe that learning is a life-long endeavor. Our NEW non-credit microcredentials and badges will take your skills and dreams to the next level.

What are the benefits you will experience when you sign up for one of our professional credential programs?

- Learn whenever and wherever. Most of our programs are online and in a self-paced format to fit into your busy schedule and can be easily accessed from any device.

- Keep your skills updated and relevant. Change is constant in workplaces. Keep up to date on the latest trends and improve your skills.

- Differentiate yourself to employers. Competition for the best jobs and highest salaries can be fierce. Once you earn a credential, you can easily post it on your resume or LinkedIn profile.

- Expert facilitators. Unlike many credential programs that only rely on self-paced learning, we are integrating optional expert-led facilitated sessions into many of our programs.

- Earn professional development credits. Although these credentials are non-credit academically, many qualify for SHRM, CEU, and HRCI professionally recognized credits.

- Keep learning manageable. Most of our courses take hours, not weeks, to complete.

- Become part of a learning community. You will become part of our Thomas More—Be More. learning community and the Thomas More University family.

Visit **bemore.thomasmore.edu** for a full listing of our programs and to sign up today!
For questions email: professionalcredentials@thomasmore.edu

Career Acceleration

Networking for success

Networking has become a significant part of the professional process, altering the way both entrepreneurs and organizations do business. This course will help you to improve your personal and professional networking skills by providing best practices and effective tips and techniques.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Personal Branding

This course focuses on teaching you how to brand yourself professionally. What is brand? And how do you maintain your personal brand? The assignments in this course discuss the value of personal branding, the way to craft your personal brand statement, and finally, the best methods for communicating your personal brand to clients, employers, and other industry professionals.
- o Learner Satisfaction: 95%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Personal Finance

Perhaps you have been in charge of your finances since you started working an after school job in high school, or maybe you are suddenly feeling overwhelmed with allocating the salary from your first job out of college. No matter what your financial situation is, it is important to understand how to handle your money. This course will familiarize you with the basics of budgeting, credit, saving, and investing.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 SHRM PDCs

Speak With Confidence

Public speaking is one of the most common anxiety-inducing experiences. Whether delivering a speech in front of a large audience or having a direct conversation with one or two other people, we often allow stress and nerves to impede our ability to deliver a

clear message. This course is designed to help learners understand the causes and signs of speaking anxiety and learn practical ways to address their speaking fears.

- o Estimated length: 2 hours
- o Access Time: 90 days
- o Credits: 0.2 IACET CEUs / 2 HRCI Credits / 2 SHRM PDCs

Cybersecurity

Cybersecurity Microcredential

Asset Security

Companies must protect their assets. Just as locks go on the doors to protect physical assets, electronic and data assets must also be guarded. Asset security involves the full support of everyone in an organization, from corporate-level personnel down to front-line employees. Various security controls will be described that help protect privacy, along with data leakage prevention (DLP). Although it is not necessary, having some foundation in IT concepts is helpful in taking this course.

- o Learner Satisfaction: 95%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Communication and Network Security

This course covers topics related to communications and network security. It begins with a lesson in the different types of networks and different transmission technologies. It also covers the two main models that govern how networks work: the OSI model and the TCP/IP model, as well as their related layers. The course includes a detailed discussion of the many protocols that allow networks and network devices to communicate with one another and includes a discussion of firewalls and wireless networks. This course is designed for IT professionals and other adult learners who are interested in gaining an introduction to information technology security.

- o Learner Satisfaction: 97%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Identity and Access Management

This course introduces students to the principles of access controls, beginning with the central modes of information security and continuing through various attacks and defenses. The course presents different kinds of authentication techniques, how they work, and how they are distinguished from each other. This course requires some basic understanding of IT concepts.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits

Security and Risk Management

This course covers the role of governance and risk management in information security. It looks at the policies and standards that are needed to operate an effective information security function and to oversee good information security practices. The course also includes a look at how modern organizations manage information security risks and how to conduct a risk analysis. It concludes by examining the process for providing information security training and education. This course requires some basic understanding of IT concepts.

- o Learner Satisfaction: 97%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Security Assessment and Testing

This course covers security assessment and testing, focusing on potential disruptions that can affect organizations and how they can be addressed with assessments and plans. Students will have the opportunity to practice how to assess the impact of disasters that may arise as well as to develop their own versions of these plans. This course requires a basic understanding of IT concepts.

- o Learner Satisfaction: 100%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Security Engineering

This course contains an introduction to the key concepts of cryptography and security engineering. It examines the role of encryption in information security and considers common encryption methods. In addition, the course discusses ciphers, their substitutes, and how they work. Public key infrastructure and management is also covered. This course requires a basic understanding of IT concepts.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Security Operations

This course contains a detailed overview of security operations: administrative controls, trusted recovery and change and incident management. This course establishes a foundation in auditing, monitoring and detection in information security. This course requires a basic understanding of IT concepts.

- o Learner Satisfaction: 100%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Software Development Security

This course covers software development security while focusing on the systems development life cycle, operating systems, and their environments. Additional topics include the role of various databases in security and how to recognize and guard against attacks on software. Students will have the opportunity to apply application security controls. This course requires a basic understanding of IT concepts.

- o Learner Satisfaction: 94%
- o Estimated length: 5 hours
- o Access Time: 90 days +
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Cybersecurity for Healthcare Professionals

In this course, managers are introduced to essential information security principles and concepts. These concepts are critically important in the healthcare sector as a data breach can have far-reaching consequences for individuals and organizations. Beyond financial

losses and the embarrassment of having personal information exposed online, a security breach in healthcare can result in a patient becoming seriously injured or killed. This course is designed to help managers navigate crucial cybersecurity concepts as applied to HITECH and HIPAA-covered entities. Learners will explore the reasons why breaches occur, the motivation of attackers, and how to protect Personal Health Information (PHI) while it is in use, in storage, and in transit across a network.

- o Learner Satisfaction: 100%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs

Introduction to Cybersecurity

Introduction to Cybersecurity Globally, incidents of data breaches, identity thefts, and cybercrimes are on the rise, along with the explosive growth of online personal data and the expansion of computer networks. This course teaches the fundamental concepts of information security one will encounter in the cybersecurity field. This course will set the groundwork with basic vocabulary and then introduces concepts such as access controls, risk management, cyber-attacks, and digital forensics. This course requires a basic understanding of IT concepts.

- o Learner Satisfaction: 100%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Digital Marketing

Content marketing

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. With an emphasis on key concepts, definitions, and metrics, the course examines ways that marketers can tailor their content to meet the specific needs of potential customers as they travel through the sales funnel. Learners will explore how content is used to build brand awareness and establish the brand as a trusted source of expert advice.

- o Learner Satisfaction: 98%
- o Estimated length: 3.5 hours
- o Access Time: 90 days

o Credits: 0.35 IACET CEUs / 3.5 HRCI Credits / 3.5 SHRM PDCs

Conversion Rate Optimization

Conversion Rate Optimization is the process of steady and incremental marketing improvement to yield stronger results. In this course, learners will discover the five key steps to Conversion Rate Optimization and how the process interacts with other facets of digital marketing. Through a variety of instructive techniques, including subject matter expert videos and case-study scenarios, this course provides learners with the knowledge and resources to be more effective professionals.

o Learner Satisfaction: 99%
o Estimated length: 3 hours
o Access Time: 90 days
o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Digital Marketing Strategy

As consumers increasingly turn to the digital marketplace of the Internet, organizations recognize that they can better reach and connect with their customers, clients, or prospects through digital marketing. There are many benefits to effective digital marketing including improved brand perception, more efficient lead generation, and better customer satisfaction levels. That can translate into the sale of more products and services. Creating a digital marketing strategy is crucial to meeting the marketing goals of the organization. This course offers a step-by-step introduction to the process of creating such a strategy, with an emphasis on key concepts, definitions, and metrics.

o Learner Satisfaction: 99%
o Estimated length: 3 hours
o Access Time: 90 days
o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Marketing Automation

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the marketing automation field. Module 1 explores the buying cycle and purchase funnel, along with measuring content strategies and calculating the value of customers, followers, likes, and mobile loyalists. Module 2 introduces the single customer view as it relates to cultivating leads and covers customer relationship management and email marketing, with emphasis on multi-touch campaigns and lead scoring. It also discusses loyalty programs and methods for measuring their effectiveness. Finally, learners will combine this knowledge with business concepts in order to better inform marketing decisions for their firm.

- o Learner Satisfaction: 98%
- o Estimated length: 3.5 hours
- o Access Time: 90 days
- o Credits: 0.35 IACET CEUs / 3 PMI PDUs / 3.5 HRCI Credits / 3.5 SHRM PDCs

Mobile Marketing

In the age of smartphones, it is a foregone conclusion that marketing efforts should be accessible on a mobile device. This course offers an introduction to mobile marketing, looking at strategies for reaching target audiences through multiple channels, including websites, email, social media, and mobile apps. With an emphasis on key concepts, definitions, and metrics, the course explores ways that marketers can leverage the unique benefits of mobile devices to drive profitable customer action.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Paid Search (PPC)

Paid Search advertising, also called pay-per-click (PPC), is used to pay for traffic to visit a website. In this course, learners will explore search marketing, the search process, and the buying cycle. Also included is how to set up a successful PPC account, how to set and measure goals, and how to optimize keyword usage using a variety of strategies. Learners will then examine components of effective ads and landing pages, how to optimize ad targeting, and when to use search or display advertising. The course then delves into research and analysis considerations, such as report creation, improving quality score, and using A/B and multivariate ad testing. Course material is presented through the use of text, videos, games, and other engaging content.

- o Learner Satisfaction: 100%
- o Estimated length: 4 hours
- o Access Time: 90 days
- o Credits: 0.4 IACET CEUs / 4 SHRM PDCs

Search Engine Optimization

Search Engine Optimization (SEO) encompasses the practices and metrics of trying to increase a web site's ranking with search engines. This course will engage learners through a variety of assignments that span the history and technology of the World Wide Web. Students will learn how to leverage both content and technical features in order to

increase ranking while also learning about the latest tools to measure performance. These aspects are then incorporated into real-world scenarios that challenge students to apply what they have learned.

- o Learner Satisfaction: 97%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Social Media Marketing

Using social media in marketing is practically a requirement in today's highly connected digital world. But it can be confusing and complex to dive into social media marketing without some foundation in the basics. This course focuses on teaching the principles, best practices, and strategies for incorporating social media into a marketing plan. The first module teaches the various ways that social media can be used for marketing, including defining a clear brand voice, improving reputation, and engaging with customers. The course then looks at the practical way marketers can incorporate social media activities into a focused marketing plan. Learners identify how to integrate their social media with mobile, a hub website, and email marketing. They also learn how to use strategic metrics for tracking success.

- o Estimated length: 3.5 hours
- o Access Time: 90 days
- o Credits: 0.35 IACET CEUs / 3 PMI PDU / 3.5 HRCI Credits / 3.5 SHRM PDCs

Web Analytics

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the web analytics field. Topics of major concern that are discussed in Module 1 include a summary of web analytics concepts and important terms, along with the organizations and personnel who use web analytics. The course defines key performance indicators and discusses how they are chosen and implemented. A discussion of segmentation follows, with strategies for how to categorize website visitors. Students will also learn how to plan and assess website business strategies using web analytics. In Module 2, learners will explore reporting and dashboards as they relate to web analytics. Students will gain an understanding of how to plan for and design dashboards and how qualitative research offers deeper business insights. In addition, students will learn how to conduct split and multivariate testing and implement web analytics best practices.

- o Learner Satisfaction: 99%
- o Estimated length: 3.5 hours

- o Access Time: 90 days
- o Credits: 0.35 IACET CEUs / 3 PMI PDUs / 3.5 SHRM PDCs

Human Resources

Human Resources Microcredential

Compensation and Benefits

Understanding compensation practices and policies is crucial for any business owner, HR professional, or manager. In this introductory-level course, you will consider issues surrounding the key aspects of pay policy: legal requirements, pay equity within an organization, competitive pay within the relevant industry, how and when to grant raises, and different ways payment can be structured. Earn SHRM and HRCI credit as you develop your compensation expertise.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Data and Human Resource Management

Big data and data analytics are changing how businesses run and managers do their jobs. In this course, you will explore how human resource managers use data to provide better support to the employees they manage and to contribute to the strategic practices of their organizations. You will learn about different kinds of data and analyses, and you will consider how data collection and organization may factor into problem-solving processes. We will also review issues pertaining to data collection and employee privacy and confidentiality.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Employee Selection

Increasing workplace diversity necessitates strategies that foster more inclusive and equitable workplace practices. In this course, you will learn how leaders who want tangible, measurable results from diversity and inclusion initiatives must take an active role in supporting and implementing these strategies. You will explore how to use talent

management systems and performance metrics to create a diverse workplace. This course illustrates that providing equal opportunities for continued engagement, including flexible work arrangements, mentorship programs, and employee benefits, is paramount for an organization's diversity and inclusion efforts to succeed.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Equal Employment Opportunity

Equal Employment Opportunity is an important concept for HR managers, employees, and job applicants to understand. In this introductory-level course, you will learn about many of the major employment laws, Equal Opportunity issues, and the anti-discriminatory regulations employers must be aware of in hiring, promoting, and firing employees. Earn SHRM and HRCI credit while learning about this important topic in human resources management.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 2.5 SHRM PDCs

Introduction to Human Resource Management

Human resource management includes the vital tasks of recruiting, screening, interviewing, training, appraising, disciplining, rewarding, and developing the employee--both for business and nonprofit enterprises. Since all managers have HR responsibilities, it is important that they have an understanding of the key concepts of this increasingly important function, especially since many decisions they make about employees have possible legal ramifications. This introductory-level course draws on material from Harvard Business School professor D. Quinn Mills' book, Principles of Human Resource Management.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Performance management

In its broadest sense, "performance management" is what every good manager does every day: makes sure employees know what they need to do to achieve the organization's goals, checks to make sure the employees are doing those things, praises employees for doing the right things, and uses constructive criticism when that is not the case. A formal performance management system simply makes sure all those management tasks get done consistently across an organization. This introductory-level course considers these varied elements of performance management. Earn SHRM and HRCI credit while mastering these important elements of human resource management.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Talent Manager and Career Development

Drawing on material from Harvard Business School Professor D. Quinn Mills' book, Principles of Human Resource Management, this introductory-level course covers the challenges and issues that organizations face in developing and retaining their employees.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 2 SHRM PDCs

HR Ethics Series: Building an Ethical Organization

Why do ethical people commit unethical acts? While individual morality certainly plays some role in ethical decision-making, the whole is larger than the sum of its parts. Corporate culture is integral to inspiring the best from employees and identifying any ethical problems immediately. HR professionals are critical for building and maintaining an ethical organization, as they are responsible for advertising jobs, screening applicants, and onboarding, training, and monitoring employees. This course lays out the components of an ethical organization with special attention on how HR facilitates the process of building and maintaining an ethical corporate culture.

- o Learner Satisfaction: 98%
- o Estimated length: 1.5 hours
- o Access Time: 90 days

- o Credits: 0.15 IACET CEUs / 1 PMI PDUs / 1.5 HRCI Credits / 1.5 SHRM PDCs

HR Ethics Series: Issues in the Workplace

Among the more important ethical obligations of organizations are those that involve the health, safety, and fair treatment of employees. Employers have a moral and ethical obligation to protect employees against discrimination, harassment, and harm. This course reviews common workplace issues and strategies for how to address them. Because human resources professionals play a crucial role in supporting employee well-being, this course pays special attention to the role of HR in preventing and resolving issues in the workplace.

- o Learner Satisfaction: 99%
- o Estimated length: 1.5 hours
- o Access Time: 90 days
- o Credits: 0.15 IACET CEUs / 1 PMI PDUs / 1.5 HRCI Credits / 1.5 SHRM PDCs

HR Ethics Series: Leadership and Organizational Ethics

Everyone knows that leadership is important in business ethics, but what kind of characteristics does an effective ethical leader have? How should an ethical leader deal with a crisis? Through business scenarios and real-world examples, this course addresses how leaders build ethical organizations. It addresses leadership by example and the practices leaders institute in the organization, including how leaders can effectively deal with a crisis or an ethical lapse.

- o Learner Satisfaction: 99%
- o Estimated length: 1.5 hours
- o Access Time: 90 days
- o Credits: 0.15 IACET CEUs / 1 PMI PDUs / 1.5 HRCI Credits / 1.5 SHRM PDCs

Management and Leadership

Leadership Microcredential

Body Language for Leaders

At the core of strong leadership is the ability to communicate effectively. But many leaders focus solely on their spoken words while ignoring the impact of their nonverbal

cues, including facial expressions, hand gestures, body movements, and eye gaze. By understanding the impact of body language, leaders can learn how to communicate in a way that builds and sustains positive relationships with employees, clients, and business partners. This course will provide leaders with tips for reading body language and using it to exude both strength and warmth. The course also addresses gender stereotypes and cross-cultural body language and explores the role of body language in virtual communication.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Introduction to Leadership

No matter your age or what phase of your career you're in, leadership is a crucial skill on the path to success. This course examines how to be an effective leader. This course asks the crucial questions about leadership in today's organizations: What is leadership and why is it important? What does effective leadership require? What is visionary leadership? What is the role of charisma? What is the difference between managing, administering, and leading? This course offers a balance of the theory of leadership with some real-world application to help you develop this critical skill for personal growth and success.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Leaders and Work-life Balance

Why can it be so difficult to balance our work with our personal lives? And can these pressures be managed in a way that can make you more successful at both? Yes. This introductory course is meant for anyone who recognizes work-life balance as a skill and wants to improve their ability to create this balance. This course looks at methods and techniques to reconcile work and family. You will also consider the question of personal fulfillment and the needs and demands of leadership.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Leading and Managing Change

Whether adopting new technology or adapting to a drastic shift in an organization's core focus, change is a constant in any successful business. Managers play a fundamental role in successful effecting changes across an organization, and meanwhile, humans, by nature, will often resist change out of fear of the unknown. This introductory course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

- o Learner Satisfaction: 98%
- o Estimated length: 4 hours
- o Access Time: 90 days
- o Credits: 0.4 IACET CEUs / 4 PMI PDUs / 4 HRCI Credits / 4 SHRM PDCs

Leading Teams

Leading a team through any task or project requires special skills, and an understanding of the team dynamic and politics. This introductory-level course for managers or anyone interested in leading teams, addresses the key issues surrounding leadership in a team environment. Why is leadership important to team success? What is required of a team leader to lead his team effectively? This course considers how team leaders must account for the special and unique circumstances of working in a team, where responsibility, accountability, communication, and leadership are shared.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Management Skills Microcredentials

Communicating Collaboratively

In most organizational settings, you'll be expected to work in teams. At times, your team members may not be physically in the same office with you. And yet, communicating effectively within these teams is critical to the success of the team, and critical to your personal success on any given project or task. This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days

o   Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Emotional Intelligence for Managers

Emotional intelligence (EI) is our ability to identify and control our emotions to achieve positive outcomes in our relationships. Managers with high EI are better equipped to deal with subordinates, colleagues, and company executives, and they can do a better job of handling and resolving conflicts. This one-module course reviews the underlying concepts of emotional intelligence and explores how managers can improve and make use of their emotional intelligence.

o   Learner Satisfaction: 98%
o   Estimated length: 3 hours
o   Access Time: 90 days
o   Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Handling Difficult Employee Behavior

As a manager, handling difficult employee behavior is now your job. And it can be overwhelming to try to navigate the psychology of poor behavior to try to figure out how to improve the situation. This course is designed to prepare managers to deal with troublesome and difficult behavior by employees. By effectively addressing, coaching, and counseling employees, you can improve their behavior and improve morale, staff retention, productivity, and teamwork. This course uses videos to illustrate each behavior type so that you can more easily apply the techniques to your current work environment. Focusing on dealing with the behavior (not the person), tools and techniques for positive change are clear and well-defined.

o   Learner Satisfaction: 98%
o   Estimated length: 10 hours
o   Access Time: 90 days
o   Credits: 1 IACET CEUs / 10 PMI PDUs / 10 HRCI Credits / 10 SHRM PDCs

HR Fundamentals for Managers

Proper management of human resources is vital for creating and sustaining a skilled and engaged workforce, developing a positive business culture, and generating a competitive advantage. In every business where a manager supervises a group of employees, that manager is responsible for some aspect of human resources, and successful managers know the importance of keeping up with current laws and HR best practices. This course equips managers with foundational HR knowledge in areas related to employee

recruitment and selection, onboarding and training, compensation, and performance management.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits

Introduction to Management

This course is designed for current and soon-to-be managers seeking to understand the foundations of effective management. Managers are employed across industries, functions, and organizational structures to oversee different-sized departments, teams, and groups of workers. However, there are fundamental tools, techniques, skills, and competencies that can help all managers navigate workplace relationships, coach and mentor employees, and lead high-performing teams in accordance with HR laws and managerial best practices. This course will dive into these topics and test acquired knowledge through exercises, games, review checkpoints, and a final assessment.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Introduction to Negotiations

We all negotiate every day. And even though negotiations are an integral part of our lives, techniques for managing these situations are not instinctive; they must be learned. Experienced negotiators make a conscious decision about what type of negotiation strategy to use based on a number of factors such as the importance of the relationship and the importance of what is at stake. Understanding key concepts such as the "best alternative to no agreement", reservation price, and the "zone of possible agreement" can help you conduct a successful negotiation. And since power is a fundamental dynamic in negotiations, it is important for negotiators to have a basic understanding of ways they can exert and also gain power in a discussion. This course should be an essential part of any basic business and management training.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Leading and Managing Change

Whether adopting new technology or adapting to a drastic shift in an organization's core focus, change is a constant in any successful business. Managers play a fundamental role in successful effecting changes across an organization, and meanwhile, humans, by nature, will often resist change out of fear of the unknown. This introductory course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

- o Learner Satisfaction: 98%
- o Estimated length: 4 hours
- o Access Time: 90 days
- o Credits: 0.4 IACET CEUs / 4 PMI PDUs / 4 HRCI Credits / 4 SHRM PDCs

Managing People

To be successful and move ahead in his or her career, a manager must understand how to manage people, including motivating workers and coordinating their activities. This course will explain how the goals, empowerment, measurement system of management can be employed and how organization structures differ. The course will also cover the difficulty of discipline while trying to maintain productivity and momentum.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Managing Remote Employees

As businesses are increasingly turning to technology to handle both internal and external communications, the notion of a centralized workforce that meets face-to-face on a daily basis is becoming less common. Companies are embracing the idea of employing remote workers—from both near and far—who can provide a diverse range of skills and viewpoints without being bound by location. While there are many advantages to remote work for both the company and the individual, managers must be aware of the challenges that can arise when employing remote workers. This course explores the benefits and drawbacks of remote work and provides managers with tips for helping their remote workers stay connected and motivated.

- o Learner Satisfaction: 99%
- o Estimated length: 3 hours
- o Access Time: 90 days

- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Time Management

One of the more precious resources a manager has is his or her time. Managers can become more effective by employing time management and scheduling techniques, delegating, outsourcing key tasks, and employing technology. Effective time management helps managers achieve their goals. The concepts covered in this course will help create structure around your time management skills and will help reveal any weaknesses in your time management habits. Making time management a priority is often the first step to keeping on task and maintaining a schedule.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 SHRM PDCs

Managing Change and Resolving Conflict Microcredential

Communicating Collaboratively

In most organizational settings, you'll be expected to work in teams. At times, your team members may not be physically in the same office with you. And yet, communicating effectively within these teams is critical to the success of the team, and critical to your personal success on any given project or task. This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

- o Learner Satisfaction: 98%
- o Estimated length: 5 hours
- o Access Time: 90 days
- o Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Emotional Intelligence for Managers

Emotional intelligence (EI) is our ability to identify and control our emotions to achieve positive outcomes in our relationships. Managers with high EI are better equipped to deal with subordinates, colleagues, and company executives, and they can do a better job of handling and resolving conflicts. This one-module course reviews the underlying concepts of emotional intelligence and explores how managers can improve and make use of their emotional intelligence.

- Learner Satisfaction: 98%
- Estimated length: 3 hours
- Access Time: 90 days
- Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Handling Difficult Employee Behavior

As a manager, handling difficult employee behavior is now your job. And it can be overwhelming to try to navigate the psychology of poor behavior to try to figure out how to improve the situation. This course is designed to prepare managers to deal with troublesome and difficult behavior by employees. By effectively addressing, coaching, and counseling employees, you can improve their behavior and improve morale, staff retention, productivity, and teamwork. This course uses videos to illustrate each behavior type so that you can more easily apply the techniques to your current work environment. Focusing on dealing with the behavior (not the person), tools and techniques for positive change are clear and well-defined.

- Learner Satisfaction: 98%
- Estimated length: 10 hours
- Access Time: 90 days
- Credits: 1 IACET CEUs / 10 PMI PDUs / 10 HRCI Credits / 10 SHRM PDC

Handling Workplace Conflict

As a manager, you will undoubtedly deal with conflict. And as you look around to figure out who will keep the peace, you might be realizing that person is now you. This course introduces the various forms of conflict that can arise in the workplace and presents strategies that managers can use to help deal with conflict situations. It includes video commentary from an expert in the field and presents some fictitious real-world scenarios that allow learners to practice applying the skills and strategies discussed throughout the course.

- Learner Satisfaction: 98%
- Estimated length: 6 hours
- Access Time: 90 days
- Credits: 0.6 IACET CEUs / 6 PMI PDUs / 6 HRCI Credits / 6 SHRM PDCs

Introduction to Managing Change and Resolving Conflict

Leaders and manager are often called upon to deal with the challenging impacts of change, to work through disputes with partners and customers, and to resolve conflict within the organization. This brief introductory course focuses on the context of leading and managing when there is disagreement and discord, within and without the organization.

Leading and Managing Change

Whether adopting new technology or adapting to a drastic shift in an organization's core focus, change is a constant in any successful business. Managers play a fundamental role in successful effecting changes across an organization, and meanwhile, humans, by nature, will often resist change out of fear of the unknown. This introductory course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

- o Learner Satisfaction: 98%
- o Estimated length: 4 hours
- o Access Time: 90 days
- o Credits: 0.4 IACET CEUs / 4 PMI PDUs / 4 HRCI Credits / 4 SHRM PDCs

Negotiations: Resolving Disputes

If you're a manager and have not had any management coursework or experience, you may be looking for some foundation in management basics. This course considers the fundamentals of management and how managers can be effective in organizational settings. Starting by defining the role of a manager and how management differs from leadership and administration, the course then discusses management styles and seeks to help you identify your own management style.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Negotiation Microcredential

Introduction to Negotiation

We all negotiate every day. And even though negotiations are an integral part of our lives, techniques for managing these situations are not instinctive; they must be learned. Experienced negotiators make a conscious decision about what type of negotiation strategy to use based on a number of factors such as the importance of the relationship and the importance of what is at stake. Understanding key concepts such as the "best alternative to no agreement", reservation price, and the "zone of possible agreement" can help you conduct a successful negotiation. And since power is a fundamental dynamic in negotiations, it is important for negotiators to have a basic understanding of ways they can exert and also gain power in a discussion. This course should be an essential part of any basic business and management training.

- o Learner Satisfaction: 98%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Negotiations: Making Business Deals

This course is designed to help executives and other potential deal-makers learn the essential strategies and skills to conducting successful business negotiations. Learners in this course will explore the fundamentals of deal making with the help of games, videos, interactive exercises, case studies, and other engaging content. The course begins by comparing and contrasting the two major types of negotiation—Dispute Settlement Negotiation (DSN) and Deal Making Negotiation (DMN)— and exploring the difference between negotiation and bargaining. Key topics covered in the course include the stages of the negotiation process; the importance of preparation and realistic goal-setting; the five basic approaches to negotiation; when to make (and when to avoid) commitments; the relative importance of relationships and outcomes; the decision to walk away from a negotiation; and the unique challenges posed by multiparty, international, and cross-cultural negotiations.

- o Learner Satisfaction: 100%
- o Estimated length: 4 hours
- o Access Time: 90 days
- o Credits: 0.4 IACET CEUs / 4 PMI PDUs / 4 HRCI Credits / 4 SHRM PDCs

Negotiations: Resolving Disputes

If you're a manager and have not had any management coursework or experience, you may be looking for some foundation in management basics. This course considers the fundamentals of management and how managers can be effective in organizational settings. Starting by defining the role of a manager and how management differs from leadership and administration, the course then discusses management styles and seeks to help you identify your own management style.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

A Managers Guide to Information Technology

This course is designed to help managers develop a solid understanding of the basic concepts and technologies that they will encounter in the information technology field. Learners in this course will expand their knowledge of IT through games, videos, interactive exercises, quizzes, and other engaging content. Topics of major concern to managers are discussed throughout the course and include big data, cloud implementations, and mobile computing. Learners will combine these with business concepts in order to better inform business decisions. Examples of real-world cases involving IT security and other relevant topics are also incorporated to further expand a learner's knowledge of IT. In addition, certifications and careers in IT are introduced with explanations of each in this crucially important field.

- o Learner Satisfaction: 100%
- o Estimated length: 10 hours
- o Access Time: 180 days
- o Credits: 1 IACET CEUs / 10 HRCI Credits

A Managers Guide to Superior Customer Service

This course explores the art and science of developing a superior customer experience. Customers are vital to any organization and superior customer service can pay large financial dividends. Learners will explore the concepts of the comprehensive customer experience, as well as the benefits to the company. The course will then discuss key performance indicators, the voice of the customer, and net promoter score. The goal of this course is to help managers build an appreciation and understanding of the importance of customer loyalty and the role customer service can play.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs

Becoming a Better Leader

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of business leadership, including communication and motivation; leading teams; leading virtual workers; and leading during times of change. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Business Ethics in the 21st Century

Ethical decisions in business are everywhere. Managers and leaders, ideally, choose the moral right versus the moral wrong all the time. Organizations have learned that the costs of unethical actions can be high, both legally, and from the perspective of brand image and reputation. This introductory-level course introduces the major ethical frameworks in business and seeks to give learners a strong foundation in ethical business practices, whether as individuals, as a leader, or as stewards of the organization. This course reviews how organizations can establish and encourage an ethical culture while monitoring for compliance.
- o Learner Satisfaction: 99%
- o Estimated length: 10 hours
- o Access Time: 90 days
- o Credits: 1 IACET CEUs / 10 PMI PDUs / 10 HRCI Credits / 10 SHRM PDCs

Handling Difficult Conversations in the Workplace

If you're a manager or supervisor, you have probably been faced with a difficult conversation with a direct report. Not only do these conversations require sensitivity, delicacy, and in all likelihood, confidentiality, but how the conversation is handled can greatly impact the outcome. This course seeks to prepare learners to better handle awkward and difficult discussions with employees. Many difficult conversations can impact employee productivity, but as the manager or supervisor, you can learn to coach and counsel employees to create a calmer work environment and increase staff retention and productivity in the process.
- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

How Can I Help You? Customer Service Best Practices

How Can I Help You? Customer Service Best Practices explores best practices in providing customer service. This course can serve as an introduction if this is your first customer service job. But even if you are a seasoned professional, the scenarios and activities will give you a chance to ask yourself how you might better handle balancing the needs of your customers with the needs of your organization.

- o Learner Satisfaction: 99%
- o Estimated length: 1 hour
- o Access Time: 90 days
- o Credits: 0.1 IACET CEUs

How to Coach

Managers who lead and manage through coaching--providing encouragement, feedback, and support--are more successful in "working through others." This course focuses on the skills and techniques of positive coaching in an organizational setting including listening actively, providing constructive feedback based on observation, reinforcing positive employee performance through recognition and praise, and teaching new skills.
- o Learner Satisfaction: 97%
- o Estimated length: 3 hours
- o Access Time: 90 days
- o Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

Leadership Assessment

This Leadership Assessment lets you assess your leadership skills and helps you hone and strengthen them as well as identify gaps for improvement. It covers six skill areas: General Leadership, Vision, Ethics, Communication, Managing Change and Conflict, and Emotional Intelligence. The assessment is based on research insights from leadership experts and has been reviewed by a panel of academics, editors, executives with business and nonprofit experience, and an educational assessment consultant. The diagnostic output also allows you to compare your assessment results with those of other leaders. A complete report of your results with analysis of performance and recommendations is provided at the end of the assessment.
- o Estimated length: 0.5 hours
- o Access Time: 90 days

Leading from a Distance

This course explores the dynamics of leadership and how they are impacted when leaders are in a remote environment. Learners aspiring to leadership positions and those already well established in such roles will find value in the range of content and insight provided by this course. Course topics include effective communication, time management and productivity, and strategies for running productive virtual meetings.

- o Learner Satisfaction: 100%
- o Estimated length: 3 hours
- o Access Time: 90 days

o   Credits: 0.3 IACET CEUs / 3 HRCI Credits

Leading High-Performance Teams

More than ever, organizational success relies upon the ability to both create and lead high-performance teams. Every leader wants to tap the full potential of their team. It's not enough, however, to simply hire and train the smartest and most experienced people you can find. Team leaders must develop the necessary skills and strategies to maximize their team's potential to drive team productivity, efficiency, creativity and, ultimately, performance. By doing so, leaders can engage their team for better results and develop a stronger organizational culture.
o   Estimated length: 3 hours
o   Access Time: 90 days
o   Credits: 0.3 IACET CEUs / 3 HRCI Credits

Managing in a Modern Organization

If you're a manager and have not had any management coursework or experience, you may be looking for some foundation in management basics. This course considers the fundamentals of management and how managers can be effective in organizational settings. Starting by defining the role of a manager and how management differs from leadership and administration, the course then discusses management styles and seeks to help you identify your own management style.
o   Learner Satisfaction: 99%
o   Estimated length: 5 hours
o   Access Time: 90 days
o   Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Optimizing Operations and Managing Crises

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of business operations and crisis management. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.
o   Learner Satisfaction: 90%
o   Estimated length: 3 hours
o   Access Time: 90 days
o   Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

The Effective Manager's Toolbox

There are a number of managerial factors that are vital in managing and leading. Becoming a better manager or leader is directly connected to how well you can master them. The Effective Manager's Toolbox is a suite of online modules designed to give managers a head start on managing issues correctly and professionally with less stress and fewer negative organizational circumstances. The modules offer learners an explanation of the managerial mindset that all managers and leaders must adopt to succeed.

- o Learner Satisfaction: 98%
- o Estimated length: 15 hours
- o Access Time: 180 days
- o Credits: 1.5 IACET CEUs / 15 PMI PDUs / 15 HRCI Credits / 15 SHRM PDCs

Logistics and Operations

Logistics and Distributions Management

This course explores the fundamental concepts and ideas of logistics and distribution management. It delves into the various logistics information management systems, analyzes their financial aspects and technological influences, and explains how to manage and measure their performance. This course is divided into modules that explain logistics management, inventory management, and warehousing and distribution. Throughout these modules, course participants will review and distinguish between inbound logistics, outbound logistics, reverse logistics, and third-party logistics; explore the tools and techniques for tracking and valuing inventory, including ABC analysis; and learn the functions of packaging and methods for transporting goods through simple and complex distribution channels

- o Learner Satisfaction: 98%
- o Estimated length: 6 hours
- o Access Time: 180 days
- o Credits: 0.6 IACET CEUs / 6 PMI PDUs / 6 SHRM PDCs

Operations Management

This course explores the fundamental concepts and theories practitioners will need to successfully guide operations in manufacturing and service organizations. Modules in this self-paced course introduce key foundational material, describe the interplay of supply chains and demand management, and explain the role that processes and process management play in robust operations. Specific tools, techniques, and methodologies

(including Lean, total quality management, and Six Sigma) are presented to show their applicability to operational strategies.

- o Learner Satisfaction: 100%
- o Estimated length: 10 hours
- o Access Time: 180 days
- o Credits: 1.0 IACET CEUs / 10 PMI PDUs / 10 HRCI Credits / 10 SHRM PDCs

Procurement and Supply Management

This course explains the evolution from the transactional purchasing or procurement function into the strategic process of supply management. It introduces key concepts and ideas that can be used to successfully source and manage suppliers and to deal with issues that may arise across the supply chain. The course is divided into modules that explain supply management basics; describe strategic, ethical, and sustainable sourcing; and discuss supply chain leadership and integration. Course participants will explore supply management from several viewpoints; align sourcing, communication, and management strategies; and incorporate ethical and sustainable practices into the supply chain. Trends and changes to the profession due to the Internet and emerging technologies are also discussed.

- o Learner Satisfaction: 98%
- o Estimated length: 8 hours
- o Access Time: 180 days
- o Credits: 0.8 IACET CEUs / 8 PMI PDUs / 8 SHRM PDCs

Supply Chain Management Basics

As a supply chain grows in complexity, and companies increasingly source products and services from a more diverse and global set of suppliers, the job of managing the processes that ensure the steady and reliable flow of components and inputs has never been more difficult. This course introduces the core concepts and components of supply chain management, including supplier evaluation, logistics, inventory management, and other supply chain practices.

- o Learner Satisfaction: 99%
- o Estimated length: 10 hours
- o Access Time: 180 days
- o Credits: 1.0 IACET CEUs / 10 PMI PDUs / 10 SHRM PDCs