



## SYLLABUS: CERTIFIED BUSINESS MANAGEMENT EXPERT (CBME) – CRN 30224

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**Program Coordinator:** Daphny Obregon  
**Exam Dates** First Wednesday of the New Month  
**Email:** [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com)

**Time:** Self-Paced Program  
**Location:** 100% Online  
**Twitter:** @BusTraining

### **LEARNING OBJECTIVES OF THE CBME:**

1. Business management and leadership best practices to help with hiring, firing, and providing effective leadership in managing a team of professionals
2. A high level understanding of marketing, sales, and positioning to allow participants to manage and help make decisions which impact each of these areas.
3. A understanding of project management and how to leverage the resources of a team to complete business projects more efficiency
4. An overview of product and sales funnels, product line management and expansion, and strategic product portfolio management for small and mid-sized businesses
5. Mastery of a several management tools, systems, and methods to help participants move past day-to-day challenges and keep the big picture in mind while leading their business departments, teams, and organizations to success

### **PROGRAM REQUIREMENTS:**

***Self-Management:*** The Certified Business Management Expert (CBME) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

***Strategic Project completion:*** The strategic project for the CBME course is laid out in the study guide. This project is worth 50% of the CBME grade and must be received completed before you can schedule your examination date.

***Time-Management:*** Being that the CBME is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

***Examination:*** Examinations are offered on the first Wednesday of each new month. After registering for the CBME, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

**REQUIRED TEXTS:**

1. Mastering the Rockefeller Habits by Verne Harnish. ISBN#1590790154
2. Good to Great by Jim Collins. ISBN#0066620996

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