



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

Program Coordinator: Richard Wilson
Exam Dates: Daily
Email: Team@Certification.com

Time: Self-Paced Program
Location: 100% Online

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 efficiently
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 time and effort you put into learning the material, reading the required texts, and to ask questions as they arise.

REQUIRED TEXTS:

1. Scaling Up-Mastering the Rockefeller Habits 2.0 How a Few Companies Make It...And Why The Rest Don't by Verne Harnish. ISBN-13: 978-0986019524
2. Good to Great by Jim Collins. ISBN#0066620996

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Accredited Certification Institute
11445 E Via Linda
Suite 2-623
Scottsdale, AZ 85259 - (305) 503-90

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