

Management Certificate Programs

AMERICAN MANAGEMENT ASSOCIATION (AMA) Jumpstart your management career with Certificate Programs!

Camden County College, in cooperation with the American Management Association, is pleased to announce the offering of unique management certificate programs designed to assist individuals in learning state-of-the-art management skills. These programs are designed to help you become more effective in your current position or to prepare you for advancement into another position. These courses are nationally recognized for their merit and comprehensiveness. AMA textbooks are utilized for all of the courses to provide a solid foundation in the subject matter. A selection of AMA courses are offered each semester toward the completion of certificates.

What Will I Gain from the Certificate in Programs?

- Preparation for career and/or career advancement
- Skill development to assist in managing day to day work situations
- Insight from instructors with practical experience and AMA textbooks
- A network of fellow professionals
- Obtain a Certificate after completion of only six courses

Certificate in Customer Satisfaction Management

Course Listing

Core Courses (Required):

Keeping Customers for Life
Managing the Customer Satisfaction Process
Delivering Knock Your Socks Off Service

Elective Courses (Choose three):

Communication Skills for Managers
How to be an Effective Facilitator
Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing
Coaching for Top Performance
Presentation Success: How to Plan, Prepare, and Deliver Effective Presentations

Certificate in Management Program

Course Listing

Core Courses (Required):

Communication Skills for Managers
Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing
Finance and Accounting for Non-Financial Managers
Leadership Skills for Managers

Elective Courses (Choose two):

A Manager's Guide to Human Behavior
How to Manage Conflict in the Organization
Coaching for Top Performance
Delegating for Business Success
Managing and Achieving Organizational Goals
Fundamentals of Human Resources
What Managers Do
How to be an Effective Facilitator

Certificate in Human Resource Management

Course Listing

Core Courses (Required):

Fundamentals of Human Resources
Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing
Communication Skills for Managers

Electives (Choose three):

Managing and Achieving Organizational Goals
Coaching for Top Performance
Successful Interviewing: Techniques for Hiring, Coaching and Performance Management Meetings
How to Be an Effective Facilitator
Presentation Success

Certificate in Finance and Accounting Management

Course Listing

Core Courses (Required):

Finance and Accounting for Non-Financial Managers
How to Read and Interpret Financial Statements

Elective Courses (Choose four):

How to Prepare a Financial Forecast
Planning Cash Flow
Fundamentals of Statistical Process Control
Intermediate Finance and Accounting for Non-Finance Managers
A Manager's Guide to Financial Analysis

Management Certificate Programs

Certificate in Business Communications Management

Course Listing

Core Courses (Required):

Communication Skills for Managers

How to Sharpen Your Business Writing Skills

Presentation Success: How to Plan, Prepare, and Deliver Effective Presentations

Elective Courses (Choose three):

Interpersonal Communication Skills in the Workplace

How to Write Dynamic Business Proposals

How to be an Effective Facilitator

Successful Interviewing

Certificate in Marketing Management

Course Listing

Core Courses (Required):

Fundamentals of Marketing

How to Write a Marketing Plan

Competitive Strategies

Presentation Success: How to Plan, Prepare and Deliver Effective Presentations

Elective Courses (Choose two):

Successful Product Management

How to Write a Successful Promotional Copy

How to Price Your Product and Services

Creating a Winning Marketing Campaign

Certificate in Supervision

Course Listing

Core Courses (Required):

First Line Supervision

First Level Leadership

Elective Courses (Choose four):

Coaching for Top Performance

Fair, Square, and Legal

Delegating for Business Success

Communication Skills for Managers

Presentation Success

Finance and Accounting for Non-financial Managers

Managing and Achieving Organizational Goals

What Managers Do

Certificate in Strategic Leadership

Course Listing

Core Courses (Required):

Coaching for Top Performance

First-Level Leadership

Managing and Achieving Organizational Goals

Elective Courses (Choose three):

Finance and Accounting for Nonfinancial Managers

How to Be an Effective Facilitator

Fundamentals of Marketing

Leadership Skills for Managers

AMA Semester Offerings

Delegating for Business Success

This course will focus on ways to utilize delegation more effectively so you will have more time to manage. You will learn how to create a positive climate for delegating by fostering a spirit of cooperation and trust. In addition, you will learn how to give employees the authority and responsibility they need to get the job done, how to avoid common mistakes of delegation, and how to identify which types of tasks and responsibilities should be delegated and which ones should not. 1.5 CEU

Cost: \$195 (tuition \$112; AMA textbook \$83)

Cherry Hill, Rohrer Center

CE.MGT 035-41

1/25 – 2/22

5 sessions

M, 6:30-9:30 p.m.



Successful Interviewing: Techniques for Hiring, Coaching, and Performance Management Meetings

Whether you are a general manager or a human resources manager, the fact is that you do some interviewing (formally or informally) virtually every day. This course will help you sharpen such skills as open-ended questioning, active listening, and reading body language. You will learn how to apply these techniques to 12 types of business interviews, from hiring and coaching to assessment and termination. You will focus on topics such as building rapport with interviewees, ensuring legal compliance, using competency-based questions for effective interviews, and how to coach, counsel, discipline, and evaluate performance more effectively. 1.5 CEU

Cost: \$195 (tuition \$112; AMA textbook \$83)

Cherry Hill, Rohrer Center

CE.MGT 037-41

3/1 – 3/29

5 sessions

M, 6:30-9:30 p.m.



AMA Semester Offerings

Fundamentals of Human Resources

This course focuses on how to establish an effective human resources plan customized to your particular organizational needs. You will learn how to recruit, select, interview, and hire more qualified employees in full compliance with federal and state laws. In addition, you will learn how to perform job analyses and prepare job descriptions that lay the groundwork for evaluating and hiring employees, develop cost-effective yet competitive compensation and benefits programs, and training and motivation techniques for all workers. 1.5 CEU

Cost: \$195 (tuition \$112; AMA textbook \$83)

Cherry Hill, Rohrer Center

CE.MGT 030-41

1/20 – 2/17

5 sessions

W, 6:30-9:30 p.m.

NEW

First-Line Supervision

This course will provide you with the essentials to achieve and maintain supervisory success in the workplace. You will learn how to make a successful transition from staff to supervisor; develop your own leadership style; establish a positive, motivational work environment; give effective feedback to improve employee performance; and how to build a top-performing team. In addition, you will learn how to improve your listening and communication skills, the effective uses of voicemail and e-mail, and how to resolve workplace conflicts, and manage change. 1.5 CEU

Cost: \$195 (tuition \$112; AMA textbook \$83)

Blackwood Location

CE.MGT 070-51

2/4 – 3/4

5 sessions

R, 6:30-9:30 p.m.

NEW

Fair Square and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing

This course provides you with a knowledge of the ways the laws governing equal opportunity and employee rights protect not only employees but you, the manager, as well. You will learn how to identify potential employment law violations before they happen, investigate a harassment complaint, and recognize a "hostile work environment." In addition, you will learn how to write safe job advertisements and descriptions, conduct safe hiring interviews and performance appraisals, and develop an effective sexual harassment policy. After completing this course, you will have a firm understanding of the key aspects of employment law to manage safely and avoid legal liability.

Cost: \$195 (tuition \$112; AMA textbook \$83)

Cherry Hill Location, Rohrer Center

CE.MGT 029-41

2/24 – 3/24

5 sessions

W, 6:30-9:30 p.m.

NEW

Coaching for Top Performance

This course will focus on providing a powerful combination of training, communicating, and motivating skills that will enable you to successfully challenge your staff to reach higher levels of performance. You will learn how to improve your coaching skills so your staff, both individually and as a team, can improve their performance. In addition, you will learn to define and communicate performance goals using a specialized SMART criteria and to develop a performance improvement plan. 1.5 CEU

Cost: \$195 (Tuition \$112; AMA textbook \$83)

Cherry Hill Location, Rohrer Center

CE.MGT 036-41

4/5 – 5/3

5 sessions

M, 6:30-9:30 p.m.

NEW

Intermediate Finance and Accounting for Nonfinancial Managers

Prerequisite: *Finance and Accounting for Nonfinancial Managers*

This course will assist students on building on existing financial and accounting skills to make informed managerial decisions utilizing a financial perspective. Specific topics will include establishing realistic bottom-line goals; using cost accounting methods to optimize profit planning and strategic planning; apply financial knowledge to new plans, products, or projects; recognizing the importance of budgets and their relationship to goals on all organizational levels; and preparing on-target sales, production, and cash budgets. 1.5 CEU

Cost: \$195 (tuition \$112; AMA textbook \$83)

Cherry Hill Location, Rohrer Center

CE.MGT 055-41

3/31 – 4/28

5 sessions

W, 6:30-9:30 p.m.

NEW

Fundamentals of Marketing

This seminar will provide you with an understanding of the fundamental skills, principles, and techniques of marketing. In addition, you will learn how the role of ethics, technology, and global issues affect the marketing process. Specific course topics will include integrating advertising, sales promotions, and public relations into your overall marketing strategy; applying the four P's of marketing — Product, Price, Place, and Promotion; how to establish a competitive edge in the marketplace; target market segments and identify buyer behavior; and employ advanced market research techniques to gather critical marketing data. 1.5 CEU

Blackwood Location

Cost: \$195 (tuition \$112; AMA textbook \$83)

CE.MGT 042-51

2/9 – 3/9

5 sessions

T, 6:30-9:30 p.m.

NEW