

# 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

## What Managers Do

This seminar will focus on showing you how to improve your performance in key areas such as planning, organizing, staffing, directing, and controlling. You will learn how to analyze your job, examine its functional components, spot your weaknesses, and then take concrete steps to correct them through motivation, delegation, and time management. 1.5 CEU

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

Cherry Hill Location

Rohrer Center

CE.MGT 034-41

9/14 – 10/12

5 sessions

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



## Managing and Achieving Organization Goals

This course will focus on how to learn to set and achieve department or work unit goals that assist in driving the organizational mission. You will learn how to implement five proven goal-setting criteria to increase your chances for success, develop a credible selling strategy to facilitate a wider buy-in of each goal, and to create an action plan to carry out the goals' accomplishments. In addition, you will learn how to track goals to make certain they accomplish objectives on time and to troubleshoot and rescue goals that have gotten off track. 1.5 CEU

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

Cherry Hill Location

Rohrer Center

CE.MGT 031-41

9/9 – 10/7

5 sessions

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



# AMA Semester Offerings

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



This course will instruct you in the delivery of presentations that “speak” success. An effective tool in determining managerial success is how well you can plan and deliver presentations to all types of groups. You will utilize easy-to-use worksheets, strategies, and tips presented in this seminar to assist you in overcoming “presentation fear” and learn how to plan, prepare, and deliver the kind of presentations that make people sit up and take notice. In addition, you will learn how to prepare your opening, make smooth transitions, plan your question and answer session, and troubleshoot potential problem areas. You will explore how to use body language, communicate clearly, gain and hold attention, listen effectively, and elicit feedback. 1.5 CEU

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

Cherry Hill Location Rohrer Center  
CE.MGT 040-41 10/19 – 11/16  
5 sessions M, 6:30-9:30 p.m.

## Finance and Accounting for Non-Financial Managers



Finance and accounting are the universal languages of business. Whether you are a brand new supervisor or a senior executive, you will not go far without having a command of key financial concepts. This course will provide you with a knowledge of accounting fundamentals and basic financial documents. You will learn how to analyze financial documents, use financial tools to manage performance more effectively, apply financial principles in managerial decision making; and improve your budgeting skills to increase your department’s financial performance. 1.5 CEU

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

Cherry Hill Location Rohrer Center  
CE.MGT 033-41 10/14 – 11/11  
5 sessions W, 6:30-9:30 p.m.

## Planning Cash Flow



This course will focus on the essentials necessary to understand the techniques to plan and manage cash flow, sources and uses of short-term funds, and working capital. Specific topics will include managing working capital efficiently, examining cash flows, preparing a cash flow budget, short term credit, and short term financing options. 1.5 CEU

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

Cherry Hill Location Rohrer Center  
CE.MGT 059-41 11/23 – 12/21  
5 sessions M, 6:30-9:30 p.m.

## Keeping Customers for Life



This seminar is based on AMA’s best-selling book of the same name. You will learn how to achieve 100 percent satisfaction with your customers along with service excellence. Specific topics will include seizing customer service opportunities, empowering your frontline contact people to be proactive customer champions, and applying the IDEA Process (Identify, Diagnose, Explore, and Act) for resolving complaints and solving customers’ problems. 1.5 CEU

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

Blackwood Location  
CE.MGT 058-51 9/17 – 10/15  
5 sessions R, 6:30-9:30 p.m.

## First-Level Leadership



Now more than ever, leadership is the determining factor in the success of organizations. Building and maintaining a competitive advantage requires leadership at all levels of the organization. First-level supervisors are in a unique position to provide this new leadership. This course will provide you with an understanding of those skills needed to lead and prosper in an organization. Topics will include current best practices for motivating and retaining employees; strategies to help you develop influence and communicate your vision; tools for leading, managing, and motivating project and virtual teams; techniques to help you better understand your organization’s business, meet customer expectations, and ensure greater productivity; and craft and implement a plan for managing change. 1.5 CEU

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

Blackwood Location  
CE.MGT 072-51 9/15 – 10/13  
5 sessions T, 6:30-9:30 p.m.

## CUSTOMIZED TRAINING

### Did you know?

- Any course can be delivered at your place of employment or our three campus locations...when you need it.
- Many companies do not realize they are eligible for public grants to pay for employee training.

For information call 856-874-6016 or  
e-mail [customizedtraining@camdenc.edu](mailto:customizedtraining@camdenc.edu).