

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

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

Management Certificate Programs

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

Communication Skills for Managers

This course will instruct individuals in becoming more effective managers by increasing reading, writing, speaking, and listening proficiencies. In addition, you will learn how to master the techniques of public speaking from initial planning to actual presentation. You will learn how to express ideas clearly and concisely in every report and proposal you write, understand and use body language, feedback, and "active" listening as tools of effective communication. You will also explore how to evaluate your listening habits and build on their strengths. 1.5 CEU

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

Cherry Hill Location, Rohrer Center, Room 110

CE.MGT 028-41 5/13 – 6/10

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



style that works for you and your company; manage change in a positive, proactive way by clearly communicating your expectations, objectives, and goals; and how to empower and motivate employees to peak performance. 1.5 CEU

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

Cherry Hill Location, Rohrer Center, Room 110

CE.MGT 067-41 5/11 – 6/15 (no class 5/25)

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

How to be an Effective Facilitator

This seminar will assist managers in understanding the role of the facilitator in group, team, and individual settings and to develop skills to facilitate short and long term projects. Specific topics will include how to build commitment and a "we" approach; developing effective, time-saving agendas, understanding room setup and technologies; understanding questioning techniques; becoming an active listener; giving proper feedback; and using brainstorming and storyboarding. 1.5 CEU

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

Cherry Hill Location, Rohrer Center, Room 110

CE.MGT 045-41 6/17 – 7/15

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



Leadership Skills for Managers

This course will assist individuals in gaining the skills to project a flexible, sensitive leadership style that acknowledges people as individuals and to respond effectively to the leadership challenges that managers face today. In addition, you will learn how to lead a diverse workforce with a leadership



AMA Semester Offerings

How to Write a Business Plan

This course focuses on the process of developing a business plan with realistic production/service goals, revenue, and operating goals and objectives. The business plan will guide your company to greater productivity and profits. Specific topics covered will include pinpointing the crucial elements of your competitive environment including market, economic, and technological factors; developing and coordinating strategies that will strengthen your company's production, marketing, research and development, and financial systems. You will learn how to evaluate your company and implement your plan successfully while obtaining the capital you need to grow. 1.5 CEU

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

Cherry Hill Location, Rohrer Center, Room 110

CE.MGT 068-41 6/22 – 7/20

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



A Manager's Guide to Financial Analysis

This course will provide you with an introduction to both the short term and long term financial analysis issues that managers must address. You will learn about short term management issues like ratio analysis, current asset management, and the integration of working capital components. In addition, long term investment decisions such as the evaluation of capital investment proposals and merges and acquisitions will be reviewed. Specific topics will include horizontal and vertical analysis; interrelationship of profitability, leverage, activity, and liquidity ratios; intracompany, trend, and industry analysis; determining the net present values and internal rates of return; and computing the financial leverage index. 1.5 CEU

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

Cherry Hill Location, Rohrer Center, Room 110

CE.MGT 043-41 7/22 – 8/19

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



Managing the Customer Satisfaction Process

This course provides an organized, systematic method of identifying, measuring, managing, and monitoring customer requirements and satisfaction to improve company profits and take on the competition. Specific topics will include identification of customer expectations, quality and satisfaction, market segmentation, competitive structure, and employee perceptions. 1.5 CEU

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

Blackwood Location

CE.MGT 066-51 5/14 – 6/11

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



How to Write a Marketing Plan

This course will assist managers in gaining the information and skills that are needed to write a marketing plan by focusing on planning, analysis of environmental and market factors, and the study of sales and distribution programs. Specific topics will include distinguishing marketing plans from business plans; relating corporate strategy to marketing strategy; overcoming planning obstacles; measuring your market potential; market segmentation and positioning; launching new products; managing the promotional mix; and writing your plan and putting it into action. 1.5 CEU

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

Blackwood Location

CE.MGT 048-51 6/18 – 7/23 (no class 7/2)

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



How to Read and Interpret Financial Statements

This course will focus on assisting students in viewing financial statements in the context of external economic conditions. Specific topics will include reading and interpreting balance sheets; income statements, and statements of cash flow from a managerial perspective; applying the right type of analysis to the right statement; and how to utilize the statements to uncover the information you need to make the proper decision. 1.5 CEU

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

Blackwood Location

CE.MGT 056-51 5/26 – 6/23

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



INTERESTED IN JOINING OUR TEAM OF QUALIFIED INSTRUCTORS?

The Division of Continuing Education is always looking for qualified instructors that can present new courses or seminars in the area of Professional Growth or Community Services. If you have a special skill you would like us to consider, please send your résumé and course proposal to:

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DAY ABBREVIATIONS

M=Monday, T=Tuesday, W=Wednesday, R=Thursday, F=Friday, S=Saturday, U=Sunday