



Business Arts Certificate Program

2015/2016

“Teaching Practical Business Advice that Works”

- For Business Owners who want to learn new skills to grow their businesses
- For Consultants who want to expand their practice by enhancing their skill set
- For every Business Person who wants to be more successful through expanding their business skill set

Each Business Arts Certificate specializes in a specific business area.....choose the ones that fit your needs!

Business Arts Certificate is awarded upon successful completion of 4 modules in a specific Skill Area 1-7

Skill Area 1 - BUSINESS PLANNING

The Art of Competitive Advantage

Creating a Unique Market Position

The Art of a Company Vision & Mission

Before Focusing a Business

The Art of a Business Plan

Determining the Feasibility and Pragmatics of a Business

The Art of Developing a Product Strategy

Refining What Will Be Sold

The Art of Financial Planning

Raising and Managing Capital

The Art of Marketing & Sales Planning

Getting Customers

The Art of Operational Planning

Operating a Business

The Art of People Planning

Staffing a Business

The Art of Organizational Structure

Putting the Pieces Together

Skill Area 2 - ACCOUNTING & FINANCE

The Art of Prudent Financial Management
Organizing & Controlling Business Finances

The Art of Securing Capital
Going Where the Money Is

The Art of Budgeting
Determining If a Business Is On Track

The Art of Dealing with Financial Institutions
Getting the Most Out of a Financial Relationship

The Art of Cash Management
Ensuring a Business Doesn't Spend More Than It Has

The Art of Inventory Management
Avoiding Producing More or Less than Needed

The Art of Financial Reporting
Determining a Business's Financial Position

The Art of Business Expansion
Growing Without Unnecessary Risk

The Art of Acquisitions
Buying a Business

Skill Area 3 - SALES & MARKETING

The Art of Defining a Market

Knowing the Competition and the Customers

The Art of Branding & Product Management

Creating the Right Image

The Art of Advertising, Promotion and Public Relations

Getting the Marketing Message Out

The Art of Guerilla Marketing

It Doesn't Have To Cost a Lot to Market a Business

The Art of Internet Marketing

Marketing Through the World Wide Web

The Art of Social Media

New wave of Marketing Techniques

The Art of Managing & Compensating a Sales Team

Getting Professions to Sell Effectively

The Art of Customer Service & Satisfaction

Getting Customers to Come Back

The Art of International Marketing

Reaching Overseas Customers

Skill Area 4 - OPERATIONS

The Art of Costing & Pricing

Ensuring Operating at a Positive Margin

The Art of Operating Cost-Control Systems

Staying In Control of Operating Costs

The Art of Finding & Managing Facilities

Pragmatics of Business Location

The Art of the Need for Capital Equipment

Should a Business Acquire that New Machine?

The Art of Lease v. Buy

Assessing the Trade Off between Owning or Renting

The Art of Measuring & Managing Productivity

Maximizing Efficiency

The Art of Business Process Improvement

Managing the Need to Get Better

The Art of Quality Management

Ensuring the Customers Get a Good Product/Service

The Art of Effective Project Management

Getting Those Special Initiatives Successfully Completed

Skill Area 5 - MANAGING PEOPLE

The Art of Leadership

Business Means Getting Others to Do What You Desire

The Art of Effective Communication

How to Get Others to Listen To You

The Art of Relationship Management

Business Is More Than a One-Time Transaction

The Art of the Art of Motivation

Satisfying the Needs of Others

The Art of Business Coaching

Business Leader as a Teacher & Role Model

The Art of the Negotiation

Managing the Quid-Pro Quo Game

The Art of Creating Contracts

Importance of Getting Deals in Writing Correctly

The Art of Alternative Dispute Resolution

Getting Resolution When There Is Disagreement

The Art of Managing Change

Dealing With a Dynamic Business Environment

Skill Area 6 -MANAGEMENT & USE of TECHNOLOGY

The Art of Business Intelligence

Staying Ahead In a Volatile Business Environment

The Art of Effective Information Flows

Getting Actionable Information to the Decision Maker

The Art of Creating Information Systems & Databases

The Art of Collecting Data

The Art of External Information Sources

There's a Lot of Information Out There

The Art of Establishing an Accounting System

Using Technology to Manage Finances.

The Art of Establishing a Customer Relationship System (CRM)

Using Technology to Manage Customers

The Art of the Internet

Effective Use of the Web for Business

The Art of Technology Management

Getting the Most Out of the Technology Investment

The Art of the Future of Technology

Don't Let New Technologies Make the Business Obsolete

Skill Area 7 - EXITING A BUSINESS

The Art of Dealing with Insolvency

What to do When the Bailiff Knocks

The Art of Valuing a Business

Knowing What a Business Is Worth

The Art of the Process of Exit Planning

Cashing in on a Business Investment

The Art of Effective Succession Planning

Ensuring a Business Lives On

The Art of Selling a Business

Getting Maximum Value from a Business

The Art of Outside Transition Management

Getting Someone Other Than the Owner to Run It

The Art of Transitioning a Family Business

Passing the Business on & Keeping a Family a Family

The Art of Creative Options before Exiting

Non-Traditional Ways of Exiting & Getting Value

The Art of Planning Life after a Business Transition

Using the Business Exit to Set the Stage for Life