



Craig School of Business

Training Topics offered by Craig School of Business:
(topics can be customized further as needed)

MANAGEMENT TOPICS

Topics	Short Description
Communication Skills	Discussing the anatomy of communication: elements included in the process of communication – it is two-way, and it is more than words. Communication barriers: language, perception, emotion, organizational structure.
Conflict Resolution	Learn to respond quickly and effectively to conflicts as they occur, turn conflict into constructive forces for improving organizational performance, recognize structural and interpersonal conflicts, and deal with them to achieve win-win resolutions.
Decision Making	Organizational leaders make dozens of decisions daily. These decisions impact both organizational members and organizational performance. In this session, participants will learn their preferred decision-making style; how to identify high impact decisions; and how to overcome common obstacles to good decision making. The relationship between decision making and critical thinking will be highlighted.
Delegation	This workshop helps you discern who can handle what, and you'll have a system for communicating those tasks in a way team members understand and feel empowered. You'll hold others accountable for given responsibilities, enabling you to produce more work in less time through the collaboration.
Diversity and Inclusion	We need to be capable of seeing and hearing differences in order to reap the benefits of diversity. But seeing and hearing differences hone our discriminating reflexes and can also lead to discrimination. Taking this course, you will: 1. understand this paradox, 2. understand its dynamics, and 3. identify ways to manage it, so that you can better channel the diversity potential in the workplace for greater performance and innovation.

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Fairness in Management	How can you manage employees fairly and consistently? You will learn about the importance of fairness, the different ways that employees evaluate fairness, and the main managerial approaches for creating and maintaining fairness in the workplace.
Initiating and Coping with Change	People face a variety of changes in their working environment. Explore the nature of those changes (power shifts, cross-cultural differences) and how they affect the people involved including the negative and positive aspects. Suggestions on how to cope with resistance to change and how to introduce change more effectively.
Leadership & Role of Manager	Discover those activities and behaviors related to leadership. Identify the skills, roles, and activities, required for the circumstances in which leadership occurs.
Motivation	What are the components of a motivating environment? Goal-setting and communicating clear standards are established as the basis of the productive environment. Participative group techniques are presented, and participants are given a test to determine their own motivating force.
Negotiation Skills	Negotiation Mastery equips you with the skills to close deals that might otherwise be deadlocked, maximize value in the agreements you reach, and resolve differences before they escalate into costly conflicts.
Performance Appraisal	Setting goals, appraising performance and communication of this appraisal to employees is one the most important and difficult of all manager/management functions. Participants use cases and other group methods to improve performance appraisal techniques.
Role of Supervisor	Defining what a supervisor does including recognition of the shift in emphasis from doing to directing. A perceptual framework is presented to guide actions, evaluate performance and orient study.
Sexual Harassment	We will explore how to manage sexual harassment in the workplace. Session will discuss how to establish a sexual harassment policy, procedures for handling complaints, and developing a training program in your organization, etc.
Strategy	This course will explore how an organization can create effective strategies to be successful. Topic includes the importance of strategic planning, measuring success, globalization of strategy, competitive advantage strategy formulation, implementation, control issues, etc.

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Team Building/ Development	Motivate and gain the commitment of associates through sharing authority. Learn what, when, and to whom to delegate. Identify the factors that distinguish successful from unsuccessful teams. Transform a group of individuals into a dedicated and cohesive team.
Time Management	Learn to realize one week extra every year by saving 15 minutes a day! Techniques and skills that efficiently manage those activities that consume your time. Emphasis is placed on the managerial functions of planning, organizing, and staffing and such techniques as proper telephone utilization, handling paper work, and avoiding procrastination and interruptions.
<i>Other topics as needed</i>	<i>Topics can be customized as per the needs of organizations.</i>

MARKETING TOPICS

Topic	Description
Branding	Branding in business and business to consumer environments; value and benefits of brands; key elements/methodologies required to create and maintain strong brands and to protect brand assets.
Digital Marketing and Social Media Part I <i>(Foundational Concepts)</i>	The Digital Marketing Foundations module will introduce you to conducting digital research, setting business objectives for a digital campaign and preparing the foundations for developing a targeted marketing strategy.
Digital Marketing and Social Media Part II <i>(In-depth application)</i>	This workshop will provide you with an in-depth understanding of how to effectively strategize and implement powerful digital marketing campaigns that convert. You will be introduced to top-class digital platforms, such as Google Analytics and Google Ads. You will understand the importance of digital channels and strategies and know how to use search engine optimization (SEO), paid search, and other digital tools to drive customer engagement.

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Market Research	Examination of the role of marketing research in management decision making, using the Internet as a source of information and as a marketing tool. Also covers the marketing research process, including questionnaire development, surveys, and how to understand and use statistical data analysis.
Supply Chain / Logistics	This course addresses the infrastructure required to support logistics activities and the flow of goods and information, including: traffic and transportation, warehousing, materials handling, inventory concepts, Logistics Information Systems, performance indicators, customer service and order processing.
<i>Other topics as needed</i>	<i>Topics can be customized as per the needs of organizations.</i>

INFORMATION SYSTEMS/TECHNOLOGY TOPICS

Topic	Description
Advanced Excel	This course will help you master many features in Microsoft Excel/Office 365 that most users don't know exist. You will learn the secret to using formula-based conditional formatting as a creative solution to common issues.
Big Data/ Artificial Intelligence	You will learn about big data, Internet of Things (IoT), data science, big data technologies, artificial intelligence (AI), machine learning (ML) algorithms, neural networks, and why this could be relevant to you even if you don't have technology or data science background.
Business Insights with Spreadsheets	This course covers advanced features of spreadsheets (Excel) that can be applied in any field. You will be introduced to tools and applications of visualization and dashboard, while building pragmatic solutions to common business problem. Follow a problem-solution format to explore data analysis options and cover best-practices for delivering solutions.

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Data Analytics	Participants will develop critical thinking, visualization and communication skills to address business problems from a data-driven perspective.
Fundamentals of Project Management	This Project Management course will introduce basics of the Project Management methodology (including Triple Constraint of time, scope and cost), Project Management techniques such as time management, scheduling, AOA and AON formats of activity network, PERT/CPM as well as organizational issues such as PMP Certification and barriers to implementation of Project Management approach.
<i>Other topics as needed</i>	<i>Topics can be customized as per the needs of organizations.</i>

ACCOUNTING TOPICS

Topic	Description
Financial Accounting	This course will cover key accounting concepts and principles needed to understand financial statements and to unlock critical insights into business performance and potential. Explore how managers, Wall Street analysts, and entrepreneurs leverage accounting ins decision-making.
Managerial Accounting	This course will cover key managerial accounting concepts such as managerial control and decision support tools, job order costing, activity based costing, standard costing, budgeting, relevant costing, and quality control.
Tax Accounting & Planning	This topic can cover a wide range of topics related to tax and can be customized for clients as needed.
<i>Other topics as needed</i>	<i>Topics can be customized as per the needs of organizations.</i>

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FINANCE & BUSINESS LAW TOPICS

Topic	Description
Effective & Persuasive Business Writing	Information is plentiful in your organization, but how you communicate that information is critical. You'll learn how to think analytically and form a logical, persuasive argument.
Employee Selection/Employment Law	Recruitment, interviewing, promotion, and termination decisions are complex under employment law in California. Managers must be well informed to avoid costly mistakes and to ensure sound employment practices. This session deals with the up-to-date issues managers must know.
Ethics/Professional Responsibility	Relationships among personal ethics, corporate social responsibility, and regulatory policy on business decision making will be discussed. Evaluation of business decisions, corporate goals, and regulatory statutes and process in terms of their ethical quality and adherence to sound policy will also be examined.
Financial Management	Topics in financial management include: financial analysis, planning, forecasting, and working capital; risk and return analysis, valuation models, cost of capital budgeting; capital structure, and long-term financing.
Financial Planning & Investments	This course provides tools to achieve personal financial goals: topics include financial planning strategies; money and credit management; home ownership; home, health, and auto insurance needs; savings and investment strategies; and retirement and estate planning.
International Finance	This course provides an introduction to the environment and tools of international financial management. Topics include foreign exchange exposure; international financial, tax, economic, political, and legal issues; and financial alternatives and tradeoffs in implementing foreign financial strategies.
Real Estate topics	Topics can include real estate appraisal, finance, principles, and practices.
Other topics as needed	Topics can be customized as per the needs of organizations.



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Training Package Fees

Fees are based on class size of 1- 25 participants. For larger training groups, please contact us for pricing. The “number of sessions” per week can be customized as needed:

Length of Program	# of Sessions (3 hours each)	Fees
1 Week Training Program	1	\$ 2,150
2 Weeks Training Program	2	\$ 4,250
3 Weeks Training Program	3	\$ 6,375
4 Weeks Training Program	4	\$ 8,475
5 Weeks Training Program	5	\$ 10,600
6 Weeks Training Program	6	\$ 12,750
8 Weeks Training Program	8	\$ 16,975
10 Weeks Training Program	10	\$ 21,250
12 Weeks Training Program	12	\$ 25,500