

# uCertify

## Course Outline

### Business Terminologies



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1. Exercises, Quizzes, Flashcards & Glossary

Number of Questions

2. Expert Instructor-Led Training

3. ADA Compliant & JAWS Compatible Platform

4. State of the Art Educator Tools

5. Award Winning Learning Platform (LMS)

6. Chapter & Lessons

Syllabus

Chapter 1: Core Business Functions

Chapter 2: Strategic Management and Planning

Chapter 3: Leadership and Organizational Development

Chapter 4: Risk, Compliance, and Ethics

Chapter 5: Customer and Market Engagement

Chapter 6: Innovation, Technology, and Data

Chapter 7: Financial Management and Reporting

Chapter 8: Operations, Supply Chain, and Process Optimization

Chapter 9: Marketing, Branding, and Communication

Chapter 10: Sustainability, Corporate Responsibility, and Social Impact

Chapter 11: Business Models, Strategy, and New Ventures

Videos and How To

## 1. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 2. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 3. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 4. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
  1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform
2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- 2020
  1. Best College and Career Readiness Solution
  2. Best Cross-Curricular Solution
  3. Best Virtual Learning Solution

## 5. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

### Syllabus

#### Chapter 1: Core Business Functions

- Finance
- Marketing
- Sales
- Operations Management
- Human Resources (HR)
- Information Technology in Business
- Legal Considerations

- Economics
- Human Capital Management (HCM)
- Retail Management
- Business Process Management (BPM)
- Quality Management

## Chapter 2: Strategic Management and Planning

- Strategic Management
- Strategic Planning
- Corporate Strategy
- Corporate Governance
- Corporate Restructuring
- Governance, Risk, and Compliance (GRC)
- Driving Organizational Change
- Benchmarking
- Negotiation
- Stakeholder Management

## Chapter 3: Leadership and Organizational Development

- Leadership and Leadership Development
- Organizational Development (OD)
- Corporate Culture
- Performance Management
- Workforce Planning
- Communication and Collaboration
- Employee Wellbeing

#### Chapter 4: Risk, Compliance, and Ethics

- Risk Management
- Corporate Ethics
- Ethics and Compliance
- Disaster Recovery (DR)
- Workplace Safety

#### Chapter 5: Customer and Market Engagement

- Customer Service
- Customer Success
- Customer Relationship Management (CRM)

- Advanced Data Management and Customer Insights
- Customer Experience (CX)
- Market Research and Analysis Techniques
- Consumer Behavior
- Omnichannel Marketing
- B2B Marketing
- Sales Operations (Sales Ops)
- Public Relations (PR)

## Chapter 6: Innovation, Technology, and Data

- Innovation and Research and Development (R&D)
- Innovation Management
- Analytics and Data Science
- Financial Technology (FinTech)
- Technology Management
- Customer Data Management (CDM)
- Digital and Social Media Marketing
- E-Learning
- Knowledge Management (KM)

- E-Commerce

## Chapter 7: Financial Management and Reporting

- Corporate Finance and Treasury
- Accounting and Financial Reporting
- Mergers and Acquisitions (M&A) Process
- Crowdfunding
- Venture Capital (VC)
- Corporate Taxation

## Chapter 8: Operations, Supply Chain, and Process Optimization

- Supply Chain Management (SCM)
- Logistics and Supply Chain Operations
- Process Improvement
- Sourcing and Procurement
- Operational Efficiency
- Product Development and Innovation Strategy

## Chapter 9: Marketing, Branding, and Communication

- Brand Management
- Corporate Branding
- Corporate Communication
- Corporate Identity and Brand Strategy

## Chapter 10: Sustainability, Corporate Responsibility, and Social Impact

- Corporate Social Responsibility (CSR)
- Philanthropy
- Corporate Social Innovation (CSI)
- Sustainability and Environmental, Social, and Governance (ESG)

## Chapter 11: Business Models, Strategy, and New Ventures

- Entrepreneurship
- Subscription Business Model
- Franchising
- International Business
- International Trade and Investment
- Business Models
- Corporate Venturing

You can't stay away! Get



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