

Myrddin Education is an approach to business education with some very unique characteristics. All of our students are working adults who are developing from the strength of our courses while appreciating the flexibility and convenience of our online format. The courses are available at their convenience, allowing them to continue to work and raise their families while rounding out their business education.

Our seven week sessions allow students to accelerate their learning to the extent that they are capable of handling their own workloads. While our course schedules may be “non-traditional” in form, our teaching style can be considered more “traditional”. Instructors share knowledge through lectures, presentations and discussions. Students have the opportunity to demonstrate their achievements through individual tests, papers, and projects.

Mission Statement

Myrddin Education provides a broad educational foundation designed to prepare students for leadership positions in a dynamic and global workplace. The purposes of this process are:

- To provide education in a format conducive to the working student.
- To provide programs that meet educational needs identified by industry.
- To provide students with an education that blends practical experience with a strong theoretical framework

Certificates*

There are five certificate programs available for certifying the development for your employees. These certificate programs are adaptable and offer discounted course pricing depending on the final content. Contact us for details.

** We can also arrange for certificates specific to your company with discounted rates for those courses. If you have a course in mind but do not see it here, contact us and we will work with our course developers to get you the course you need.*

Business Fundamentals – 5 courses

FIN 1 - Basic Accounting
MGT 1 - Business Basics
FIN 2 - Budgeting and Forecasting
MGT 3 - Operations Management
MKT 1 - Marketing

Human Resource Management – 6 courses

HRM3 - Compensation & Benefits
HRM 2 -Employment Law
HRM 1 - Human Resource Management
MGT 7 - Motivation and Leadership

MGT 2 - Principles of Management
HRM 4 - Training and development

Customer Relationship Management – 4 courses

CRM 1 - Customer Relations & Sales
HUM 1 - Psychology Introduction
CRM 2 – Selling Skills
MKT 1 – Marketing

International Business - 4 courses

ECN 1 - Economics
MGT 4 - Global Business
MGT 2 - Principles of Management
MTL 1 - Supply Chain Management

General Management - 10 courses

FIN 2 - Budgeting and Forecasting
MGT 5 - Business Law
CRM 1 - Customer Relations & Sales
MGT 4 - Global Business
MKT 1 – Marketing
MGT 7 - Motivation and Leadership
MGT 2 - Principles of Management
HUM 1 - Psychology Introduction
MGT 8 - Strategy
TQM 1 - Total Quality Management

Course Descriptions

MKT3 – Advertising

Course Description

This course introduces the field of advertising and public relations. Topics include media relations; media buying; determining appropriate media; promotions; public relations and publicity development tools; methods for improving customer satisfaction; relationship-building strategies; and ethics in advertising and public relations. □

Learning Objectives

At the completion of this course, students will be able to:

- Understand the role played by agencies and media organizations in executing brand promotion campaigns.
- Understand how to choose a target segment and how to create a brand's value proposition.
- Be able to describe the basic components of an advertising plan, how to set advertising budgets, and the agencies role in the plan.
- Understand the characteristics of the creative process and how a firm can utilize that knowledge to its advantage.
- Be able to develop several sales promotion techniques and comprehend the strengths and weaknesses associated with each of these methods.
- Understand how to identify the strategies and techniques available to firms to help their public image.

FIN 1 - Basic Accounting

Course Description

This course examines the way in which financial statements reflect business operations. It emphasizes the use of financial statements in the decision-making processes and encompasses all business forms such as retail, manufacturing, and services. It makes an extensive use of spreadsheet applications to analyze accounting records and financial statements.

Learning Objectives

At the completion of this course, students will be able to:

- Identify the factors underlying the design of an accounting information system.
- Evaluate how components of financial statements are recognized, valued, and classified.
- Explain the step-by-step process of developing financial statements.
- Evaluate whether the accounting system is following good internal control principles.
- Explain the role of accounting in the generation of taxes and preparation of economic measurements.

FIN 2 - Budgeting and Forecasting

Course Description

This course covers key topics in budgeting and forecasting, providing an extensive review of how corporations create value through effective budgeting and financing practices. The course illustrates the linkages between corporate strategy and investment decisions and the conventional methods for evaluating investments and establishing budgets.

Learning Objectives

At the completion of this course, students will be able to:

- Analyze budgets with respect to their fit with the overall strategy of a firm
- Evaluate a budget in terms of wealth maximization objectives
- Calculate an appropriate weighted average cost of capital or hurdle rate for a firm based on an optimal capital structure

- Apply conventional economic evaluation methods in evaluating investment opportunities and alternatives
- Perform after-tax analysis of investment opportunities
- Quantify and evaluate risk and uncertainty affects on the attractiveness of investments and develop strategies to manage risks
- Optimize the capital budget of a firm through application of capital rationing techniques

MGT 5 - Business Law

Course Description

Virtually every business activity is affected in some way by laws. Legal issues dominate the commercial world, from the planning stage of any project to the actual conduct of business, and a capable business person will be aware of the importance of knowing about the laws that govern business activities and the necessity of abiding by them. It is important to understand that the law is not ethics, nor is it morals *per se*. Rather, what we call "law" is the set of rules within which a society operates. In this course, students will study a wide variety of legal topics. The common factor will be that each of the topics covered directly affects the conduct of business.

Learning Objectives

At the completion of this course, students will be able to:

- Describe the federal and state court system and various alternative systems of dispute resolution
- Understand the basics of contract law--how contractual obligations are created, satisfied and breached
- Comprehend the liability issues associated with negligent conduct or products
- Describe legal differences among various business formations and their significance
- Understand the regulation of business conduct in the areas of antitrust, environmental controls, and land use
- Discuss the legal implications of the evolving areas of e-commerce
- Examine a business situation and understand the legal ramifications of any particular course of action
- Explore the ethical implications of different legal positions

MGT 1 - Business Basics

Course Description

This course introduces the basic business functions and how businesses are owned, managed and controlled. Elements of a business are integrated to reflect how each interacts with the other to provide the concept of a systems background. A broad background in business practices, principles, and economic concepts is discussed and provides the basis for use in more advanced courses.

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Learning Objectives

At the completion of this course, students will be able to:

- Understand the importance of ethical behavior to the success of a business

- Understand the impact of economic challenges and global markets on business
- Identify how business are structured, advantages of different structures, and characteristics of successful entrepreneurs
- Demonstrate awareness of human relations factors in business, both with customers and in managing employees
- Understand successful and unsuccessful practices in marketing and promotion
- Demonstrate a basic understanding of U.S. financial institutions
- Understand the necessity of managing risk
- Identify the components of the U.S. legal system as it applies to business

HRM3 - Compensation & Benefits

Course Description

This course examines how organizations use pay systems and benefit plans as a method of achieving corporate goals. Topics include the design of pay systems, their analysis and evaluation, and legally required and voluntary benefit options.

Learning Objectives

At the completion of this course, students will be able to:

- Understand overall compensation strategy and organization contingencies.
- Understand the reasons and methods for conducting job evaluations.
- Explain how organizations price jobs in the marketplace.
- Understand wage theories and how they are relevant today.
- Understand performance assessment and how to integrate job evaluations and pay structure data.
- Describe how incentive plans are used to motivate high levels of job performance.
- Describe the issues central to formulating and implementing executive pay plans.

HUM 2 - Critical Thinking

Course Description

The course helps students master the fundamentals of effective problem solving and apply them to a range of business problems. Topics covered include problem solving methodologies, research strategies, logical reasoning, critical analysis of information, and cooperative learning.

Learning Objectives

At the completion of this course, students will be able to:

- Look at a situation, analyze its components to define the problem and identify possible causes, constraints in the situation, and limitations such as time and resources.
- Generate and organize alternative solutions for the problem.
- Analyze an argument to determine whether it contains any informal fallacies such as Appeal to Majority, or Appeal to Ignorance
- Determine the appropriate strategies for retrieval of the relevant materials and apply them to the problem.

- Evaluate the reliability and appropriateness of each source of information as a means for solving a particular problem.
- Generate team guidelines and procedures for maximizing a group's efficiency in pursuit of stated objectives.
- Draw up a list of team objectives and implement effective plans for achieving these objectives.□□□
- Present the results orally and in writing, in an effective and professional format.

CRM 1 - Customer Relations & Sales

Course Description

This course covers the components of a solid customer-relations process and builds on the student's ability to recognize and participate in this process.□ Students develop interpersonal communication skills, active listening skills, and conflict-resolution techniques. They also learn about good customer relations as an effective sales technique.

Learning Objectives

At the completion of this course, students will be able to:

- Identify and analyze transactions that could influence customer satisfaction.
- Understand and address customer issues of dissatisfaction
- Identify how to use customer expectations to enhance the service environment.
- Understand how personality, behavior and timeliness affect customer relations.
- Demonstrate active listening skills such as paraphrasing and feedback techniques.
- Demonstrate effective techniques of "fixing" an upset customer and the problem.
- Identify and demonstrate appropriate recovery strategies for a "lost customer".

ECN 1 – Economics

Course Description

This is an introduction course to the basic concepts and issues of Economics. Microeconomics topics such as supply and demand and the theory of the firm provide a foundation for the analysis of macroeconomics topics such as □ gross domestic product □ and fiscal and monetary policies. International topics such as trade and exchange rates are also covered.

Learning Objectives

At the completion of this course, students will be able to:

- Be able to compare and contrast the ways in which the economic systems of capitalism and socialism answer the three fundamental economic questions of what to produce, how to produce, and for whom to produce.
- Understand supply and demand curves and illustrate the resulting change in the equilibrium price and quantity.

- Be able to calculate the Gross Domestic Product using both income and expenditure methods used by the U.S. Commerce Department.
- Analyze the effects of government fiscal policies on equilibrium real GDP.
- Calculate the maximum potential of the banking system to create deposits.

HRM 2 -Employment law

Course Description

The purpose of this course is to learn the law as it applies to human resources specifically and business in general. Students will examine various law cases and regulations, as well as, regulatory agencies. Upon completion of the course students should be well versed in the legal aspects of human resources as they relate to the daily functions and activities within the general business setting.

Learning Objectives

At the completion of this course, students will be able to:

- Be familiar with the impact of employment-related statutes, government regulations and court decisions.
- Understand the impact of these laws on managers.
- Be clear on the legal issues that have the greatest impact on personnel-employment related decisions.□
- Understand how the United States Constitution, Title VII of the Civil Rights Act of 1964, Employee selection procedures, EEOC guidelines, law regarding discrimination, Age, disabilities, Fair Labor Standards, Occupational and Safety and Health and the Employee Retirement and Income Security Act all apply to business.□
- Be able to think, speak and write and apply deductive reasoning to basic legal and related ethical problems in employment law.□

MGT 4 - Global Business

Course Description

This course examines how business is affected in an international context. Emphasis is placed on trade agreements, cultural and geographic boundaries, and some of the stresses on modern capitalism from collaborative versus competitive viewpoints.

Learning Objectives

At the completion of this course, students will be able to:

- Understand how the process of globalization is giving rise to numerous business opportunities and challenges that business managers must identify and confront.
- Be able to determine the implications for business management – benefits, costs, and risks - associated with doing business in a foreign country.□
- Identify the forces behind the rising tide of foreign investment in the world's economy, and understand the policy instruments governments can use to restrict and to encourage it.□

- Assess the implications for business that are inherent in regional economic integration agreements.□
- Evaluate the influence of exchange rates on the level of the profitability of trade and investment deals.□
- Understand the implications of the global monetary system for currency management and business strategy.□
- Understand the importance of global expansion of U.S. businesses.

HRM 1 - Human Resource Mgmt

Course Description

This course introduces the traditional subject areas including the laws and practices of recruitment, selection, training, compensation, benefits, performance evaluation, and career management. It extends the analysis to an integration of the Human Resource function into the larger process of strategic management. This occurs within the broader social and legal context of such contemporary issues as globalization, unionization and collective bargaining, discrimination, and diversity management.

Learning Objectives

At the completion of this course, students will be able to:

- Design and implement an effective Human Resource strategy that is linked to an organization's overall strategy
- Recruit, select, evaluate, discipline, and terminate employees within legal and practical parameters
- Propose solutions to complex Human Resource problems in an environment of organizational and environmental uncertainty
- Develop a personal career path, demonstrating self-knowledge of one's own skill inventory, and apply this process to employee development

MKT 1 - Marketing

Course Description

Marketing is the process of moving goods and services from production to the consumer. This course surveys the principles of marketing and reviews the basic strategies for promoting the sale of goods and services for both for-profit and public sector organizations. Topics include ways in which market information and product life cycle affect product and production design; forecasting techniques; interdependencies between marketing and operations functions; and selling skills.

Learning Objectives

At the completion of this course, students will be able to:

- Identify the role of marketing in an individual business, in the American economy, and in the global economy
- Understand how marketing decisions are integrated into an organization's strategic plan.
- Apply marketing principles to services, ideas, people and places as well as products
- Assess an organization's marketing program, through which products are

planned priced, promoted, and distributed

- Understand how the marketing functions integrate with other functional aspects of an organization business, including public relations, advertising, and sales.
- Be able to analyze the product mix and suggest appropriate marketing strategies.
- Be able to recommend effective channels of distribution.
- Develop and write an effective marketing program

MKT 2 - Marketing research

Course Description

Marketing research forms the core of business strategy. This course describes marketing research in two phases. Phase I involves collecting relevant, valid, and thorough information. Phase II involves careful interpretation of that information so that effective strategic decisions can be made. The course focuses on the use of analytical and statistical techniques to measure and predict consumer behavior.

Learning Objectives

At the completion of this course, students will be able to:

- Understand how marketing research fits into managerial decision-making.
- Furthermore, define each stage of the Marketing Planning Process.
- Formulate the research problem
- Demonstrate proficiency in identifying the research purpose, research objectives, and value of research information for marketing research challenges.
- Determine an appropriate research design to address the problem
- Design appropriate data collection methods
- Take a sample and collect data
- Analyze and interpret the data
- Prepare a research report

ECN 2 - Microeconomics

Course Description

This is a continuation of principles introduced in ECN – 1 Economics. It focuses on microeconomic topics dealing with market forces and the behavior of individual consumers, firms, and industries. Key areas examined are supply and demand, production costs, competition, market structure, and the role of government in society.

Learning Objectives

At the completion of this course, students will be able to:

- Be able to predict what the effect will be on the equilibrium price and quantity for a product with a change in the supply or demand functions.
- Be able to predict the revenue that will result if the price change is enacted.
- Be able to suggest the bases on which a firm should compete in order to achieve profit maximization.□
- Be able to determine an output level that will maximize profits for that firm.□

- Be able to use economic concepts to evaluate a problem so that it can be understood more fully.□

MGT 7 - Motivation and Leadership

Course Description

This course examines the human motivation and leadership skills required to effectively manage groups and individuals.□Topics include motivation theory, leadership styles, workplace conflict, and the dynamics of group development.□□□□□□□□

Learning Objectives

At the completion of this course, students will be able to:

- Analyze the effects of extrinsic, intrinsic, and integrated motivation techniques on skilled workers, addressing the issues of autonomy and satisfaction.
- Be able to distinguish among the outcomes that trait, behavior, contingency, and charismatic leadership approaches might produce, analyzing how a leader characterizing each approach might respond to the situation.
- Be able to analyze the types of power used to resolve the conflict and describe the effects other types of power might have produced had those been applied to the situation.
- Be able to assess the degree to which interdependence and size influence the group's effectiveness.
- Be able to analyze how group processes affect decision making, including the advantages and disadvantages of group decision making, role emergence, and the effects of groupthink on group decisions.
- Be able to analyze the role of conflict in the functioning of a task group.
- Understand how leader styles and motivation techniques differ in a culture different from that found in the United States.
- Be able to assess how learning styles and gender affect group performance

MGT 3 - Operations Management

Course Description

Operations management is an integral part of all businesses. In an increasingly competitive environment, companies are forced to devote more effort to operations and process improvements. This course will introduce students to key concepts in operations management across both manufacturing and service industries. Key topics include planning processes, process evaluation, demand forecasting, work systems design, automation and job design.

Learning Objectives

At the completion of this course, students will be able to:

- Discuss the roles operations managers play in helping the firm's strategic planning process
- Describe and evaluate the key role operations plays in determining a firm's ability to effectively, and profitably, deliver services and/or products capable of meeting the needs of the corporation's target customers

- Analyze and/or design the product and product-delivery capabilities that operations management must develop to effectively contribute to the successful implementation of a firm's business strategy
- Use performance-based process-thinking as an analytical tool
- Apply analytical methods to understand, evaluate, and enhance the performance of operations-management activities
- Analyze the emerging roles information technology is playing within the firm's product design and development activities, and within the firm's supply chain management activities

MGT 2 - Principles of Management

Course Description

This course introduces students to the history, theory and practice of management. It reviews different management techniques and their appropriate applications. The course content is incorporated into applied exercises and student projects so that issues such as organizational context, strategy, leadership, and human relations are addressed.

Learning Objectives

At the completion of this course, students will be able to:

- Discuss various management techniques
- Use those techniques appropriately in all types of management situations
- Explain the relationships among management and the organizational environment and culture, the government, and society
- Apply management functions of planning, organizing, leading, and controlling
- Analyze an organization's strategy to meet competition
- Organize people, projects and processes
- Propose processes for increasing efficiency, coordinating activities, and increasing the social benefits of the leadership process

MTL 2 – Procurement

Course Description

This course examines the processes required to acquire goods and services from outside the organization. □ Planning, solicitation, source selection, contract administration and closeout are covered. □ Contract law and contract negotiations are covered. □

Learning Objectives

At the completion of this course, students will be able to:

- Evaluate optional contract structures and recommend and justify the preferred structure for a given situation.
- Create a procurement division of responsibilities matrix that considers the utilization of internal resources in order to define any external resources that will be required.
- Evaluate the factors that influence a contract pricing strategy and recommend the strategy that is best suited for a given situation.
- Choose a set of management and commercial requirements that are appropriate for the size and complexity of any given contract.

- Select effective management techniques to control quality, cost, schedule, and scope adherence to the associated requirements specified in a contract.
- Identify conflict resolution alternatives, select an appropriate negotiation strategy, and implement an action plan that effectively mitigates a contract dispute.

MKT 4 - Product Development

Course Description

This course focuses on the process of the development of new products and the launch of these products as part of the overall product portfolio. The development of new products and maintenance of existing products calls for branding and promotional strategies, product assessment and redesign, and other key product decisions in supporting corporate revenue strategies. In this course, students will examine topics such as concept generation and evaluation, product development processes, and market planning and launch.

Learning Objectives

At the completion of this course, students will be able to:

- Describe the key stages of the new product development process.
- Perform a strategic marketing analysis of competitors, customers, and the marketing environment
- Analyze the attractiveness of potential product markets and define new opportunities for product development
- Describe the factors affecting and the components of a product launch strategic plan.
- Develop marketing strategies for both new and existing products
- Assess the financial implications for the marketing of both new and existing products

MGT 6 - Project management

Course Description

Project management refers the directing the implementation of projects. This course examines the concepts, methodologies and tools of project management. The fundamentals of project management such as integration management, costing, quality, collaboration, project life cycles, control, risk management, procurement, evaluation and other essential domains will be investigated.

Learning Objectives

At the completion of this course, students will be able to:

- Demonstrate the fundamental principles of project management through actual practice
- Assess how to collaborate with others in the implementation of a project
- Apply planning principles by implementing an actual project scheduling process Apply costing principles by completing an actual project within the projected cost estimates
- Apply scheduling principles by completing an actual project on time

- Apply quality management principles by completing an actual project that meets pre-determined quality standards

HUM 1 - Psychology Introduction

Course Description

This course provides a foundation for understanding, predicting and directing behavior and it provides an understanding of how psychological principles and concepts relate to professional and personal life. Topics include learning, attitude formation, personality, dynamics of communication, conflict resolution, motivation, leadership, and group processes.

Learning Objectives

At the completion of this course, students will be able to:

- Compare and contrast the viewpoints on behavior of the major psychological schools of thought and point out the strengths and weaknesses inherent in each approach.
- Apply the principles of learning to develop a plan for increasing desired behaviors and reducing undesirable behaviors.
- Compare and contrast the ways different people might perceive the same situation.
- Understand how one's thinking and behavior can be shaped or influenced by interaction with another person, or group, or by the dynamics inherent in the situation.
- Analyze the dynamics involved in a work group's thinking and behavior, and identify the possible roles individuals can play within the group.
- Understand the barriers that can develop to prevent effective communication and explain how they inhibit the communication process.
- Understand the potential for conflicts among co-workers, and devise a strategy for resolving each potential conflict.
- Identify sources of stress, evaluate the impact of the stressors, and identify several stress management techniques appropriate for a situation.

CRM 2 – Selling Skills

Course Description

This course covers the principles of selling practiced by successful sales people in any business. Buying motives, sales psychology, customer approach, and sales techniques are explored. Topics from methods of prospecting for customers to the final closing of a sale are discussed, as well as servicing the customer after the sale.

Learning Objectives

At the completion of this course, students will be able to:

- Demonstrate knowledge of the theory and practice of selling.
- Describe the importance of an effective presentation.
- Explain the necessity of efficient service with the sales process.
- Be more proficient in self-management.
- Understand the importance of customer service after the sale.

MGT 9 – Supervision

Course Description

This course is designed to build upon the student's individual technical skills related to their chosen field in preparation of promotion to a supervisory role. This course emphasizes a personal development and exploration in to the art of supervision. Students will be made aware of the many facets of working through, for and with others to best realize the organization's goals. Successful completion of this course will prepare the student for a role as a supervisor in the workplace

Learning Objectives

At the completion of this course, students will be able to:

- Understand and/or apply the concept of productivity.
- Explain the concept of management
- Describe the functions of a manager/supervisor
- Analyze the characteristics of a good manager
- Demonstrate the problem solving process
- Explain the process of planning and conducting group meetings
- Describe the role of management in the achievement of quality
- Describe the influence of corporate culture on employee motivation labor
- Explain the role of coaching and counseling in development
- Explain the relationship between communication and employee motivation
- Describe the current trends and techniques being used in motivations such as self-directed work teams and total quality management

MTH 1 – Statistics

Course Description

Students in this course will master the tools used for statistical analysis and decision-making in business. This course includes descriptive statistics concepts and inferential concepts used to draw conclusions about a population. Statistical decision-making techniques are used with sample data to predict population parameters. Research techniques such as sampling and experimental design concepts are included.

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Learning Objectives

- Use an appropriate sampling method to determine a sample size.
- Calculate numerical summaries including measures of central tendency such as mean and median and measures of variation including range and standard deviation.
- Develop graphical presentations of the data including histograms and stem and leaf displays.
- Use basic probability concepts to determine a course of action.
- Use the normal probability distribution, confidence interval, hypothesis test, and linear regression to determine courses of action in a business situation.

MGT 8 – Strategy

Course Description

This course examines the principles and concepts of strategic planning for organizations in this era of e-commerce. Students develop short-term and strategic plans for a company and traditional approaches to strategic planning are adapted for the fast-paced electronic world and global economy.

Learning Objectives

At the completion of this course, students will be able to:

- Evaluate and understand the importance of assessing the "Organizational Context" in which the organization operates
- Perform a SWOT analysis and prepare a summary explaining the issues facing an organization
- Prepare a report describing the functional strategies used in an organization
- Prepare a report describing the competitive strategies used in an organization
- Prepare a report describing the corporate strategies used in an organization
- Evaluate strategy and make specific recommendations for changes in strategy
- Prepare a complete statement of strategy

MTL 1 - Supply Chain Management

Course Description

This course focuses on applying supply chain management tools and procedures to business systems. Students learn to identify, where supply chain management elements may be applied to enhance both the effectiveness and efficiency of business processes. Students learn to identify, when and where to apply and implement supply chain management tools and processes. They learn how to estimate risks and forecast improved business results.

Learning Objectives

At the completion of this course, students will be able to:

- Distinguish the elements that create a system which takes a customer requirement or a new product from the request order to suppliers of raw materials, components, subassemblies and services through manufacturing and final testing, packaging, logistics to final delivery to the customer.
- Determine the operational elements within the entity that make up the supply chain. Based upon the identified supply chain, predict which operational elements will supply improved effectiveness and efficiencies for the company.
- Demonstrate specific areas of inventory management that will provide improvements in efficiency and customer satisfaction.
- Analyze the procurement business process operational steps and recommend where supply chain management will provide improvements in the efficiency of the enterprise.
- Recommend improvements to the forecasting methods.
- Analyze a company's strategic plan and predict where supply chain

management tools and procedures could significantly aid the company's competitive advantage.

- Create a plan to implement supply chain management tools and procedures in the enterprise.

TQM 1 - Total Quality Management

□ Total Quality Management

This course presents quality procedures and concepts for enhancing goods and services and the entire business environment. □ Students examine various methods of process control and acceptance sampling, including using control charts and sampling plans. Total Quality Management covers quality planning, assurance and control as parts of a total quality system.

Learning Objectives □

By the completion of this course, students will be able to: □

- Demonstrate an understanding of total quality management and how to apply quality to achieve strategic business objectives in today's environment.
- Compare and contrast the differing ideas and the current perspectives of various "quality gurus".
- Evaluate whether an organization implements practices of customer focus in a systematic manner.
- Determine the extent of team participation in the company, classify the type of teams found, and evaluate the effectiveness of these teams.
- Analyze the company's key product and service design, production/delivery processes and support processes, and recommend areas of improvement in the marketplace.
- Evaluate the types of performance measures used by the company that are aligned with company strategy and develop an effective measurement system using the balanced scoreboard concept.
- Apply the appropriate tools to find the source of problems, and create improvement plans.
- Evaluate and employ the most appropriate statistical process control tools to evaluate processes.
- Describe and use the Six Sigma Breakthrough Strategy.
- Propose an approach for how an organization might move from traditional practice to a Total Quality orientation to achieve competitive advantage.

HRM 4 - Training and development

Course Description

This course examines training and organizational development techniques used by companies to improve individual and corporate performance. □ Topics examined include needs assessment, implementation planning, and outcomes analysis for individuals and organizations. □

Learning Objectives

At the completion of this course, students will be able to:

- Explain the relationship of training and development to other human resource functions.
- Conduct a comprehensive analysis of the organization's training needs by considering its culture, environment, attainment of objectives, and human performance, and design a training plan to meet the needs identified.
- Create learning objectives to describe the behavior and standards the trainee is expected to attain.
- Identify the skills and qualities that should be possessed by training staff and assess the financial costs and benefits of training activities.
- Design training programs that address the development needs of managers and executives, including self-awareness activities, motivation, team building, and specific managerial job skills.
- Assess the effectiveness of a training intervention and demonstrate the value of the training to the organization in terms of such beneficial outcomes as improved performance, and overall profitability.□