

Business Fundamentals Premium

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Product/Course Title	Product Type	Description
Change Management for Employees	Online Technical Reference	Everyone who works in the business world today is faced with constant changes and is expected to adapt. In this course, students will identify methods for solving problems resulting from workplace changes. Students will define change management and identify strategies for effectively preparing for change, coping with reaction to change, and becoming an agent of change in their working lives.
Accepting a Decision (Includes Simulation)	Self-paced Courses	You will explore how to prepare a presentation for a proposal and how to accept an outcome to a proposal.
Applying Leadership Basics (Second Edition)	Self-paced Courses	This course is intended for entry-level managers who want to develop effective leadership techniques. An effective leader is an asset to any organization, because leaders have the ability to motivate and empower others to accomplish an organization's goals efficiently and effectively. In this course, you'll learn how to lead teams through proven techniques that will enable you to develop your own powerful leadership style. You'll see how to set a clear direction while building and maintaining positive team relationships, and you'll learn the simple steps required to keep your team moving towards its objectives. As a strong leader, you can increase your organization's bottom line by improving both productivity and morale, and increase your own value to your organization as well.
Appraising Performance	Online Technical Reference	Appraising Performance provides an overview of the basics of conducting performance appraisals. It provides guidelines and best practices for evaluating and improving the work performance of employees, thereby increasing quality and productivity.
Balancing Work and Family (Second Edition)	Self-paced Courses	Effective managers know how to successfully balance the demands of career responsibilities and home life in order to achieve success in a variety of roles. Learn to target specific areas and implement proven strategies in order to achieve your goals in the various aspects of your life.
Basics of Effective Communication (Second Edition)	Self-paced Courses	This course is intended for entry-level managers who want to develop effective communications skills. Good relationships and clear understanding of goals and objectives improve productivity in any business. Good communication is the best way to achieve those outcomes, while poor communication can hinder team efforts, damage relationships, and degrade morale. This course will show you how to be the most effective communicator you can be. First, you'll learn that communication is not one event, but a complex process. Next, you'll move step by step to see how you can promote effective communication by managing each step in the process. These specific techniques will not only help you communicate more effectively, but will also help model standards of good communication throughout your organization.

Basics of Effective Selling (Second Edition)	Self-paced Courses	This course is intended for entry-level sales representatives, account managers, sales managers, and others with customer contact who want to acquire effective selling strategies and to manage customer relationships productively. The sales process is a core business function that is common to all types of organizations and enterprises. All organizations benefit from a productive sales force because sales generate the revenue that improves the bottom line. This course will help you build your selling skills at each step in the sales process: preparing to sell, conducting the sale, and following up with the customer. You'll start by enhancing your own product and customer knowledge, move through a sales call and closing, and finish the cycle by planning for even more future business. By improving your sales technique, you can increase your value to your company no matter what your role in the sales process.
Behavioral Interviewing (U.S.)	Brainbench Exams	Our Behavioral Interviewing (U.S.) test is designed for experienced human resources professionals and hiring managers. This test measures your knowledge of basic concepts utilized in behavioral interviewing, an approach based on the assumption that past behavior predicts future behavior. The test covers the following topics: Analysis, Behavioral Interviewing Techniques, Behavioral Traits, Business Dynamics, Communication, Concern for Order and Quality, Forms, Information Seeking, Interview Process, Legal Obligations, Oral/Written Communication, and Situational Leadership.
Benefits Administration (U.S.)	Brainbench Exams	Our Benefits Administration (U.S.) test measures your knowledge and understanding of an organization's employee benefits programs. Designed for entry level to mid level human resources professionals, this test covers the following topics: Design Features, Government and Social Insurance, Legal Compliance, Medical and Dental Plan Administration, Welfare Plan Administration, Life Insurance, Cafeteria Plans, Retirement and Savings Plan Administration, Employee Communications, and Benefit Plan Trends.
Benefits Management (U.S.)	Brainbench Exams	Our Benefits Management (U.S.) test measures your knowledge of employee benefits. Designed for experienced human resource professionals and managers, this test covers the following topics: Benefits Administration, Social Insurance Programs, Insurance, COBRA, ERISA, HIPAA, FMLA, Pension Plans, and ADA.
Bookkeeping Fundamentals (U.S.)	Brainbench Exams	Our Bookkeeping Fundamentals (U.S.) test is part of our accounting fundamentals line of tests. This test measures your knowledge of bookkeeping tasks and functions. Designed for accounting clerks and others who handle bookkeeping tasks, this test covers the following topics: Accounts Payable, Accounts Receivable, Adjusting Entries, Business Math Conversions, Cash, Financial Statements, Fixed Assets, Inventories, Liabilities, Payroll, Recording Transactions, and Taxes. You will need a calculator when taking this test.
Branding Your Internet Identity (Includes Simulation)	Self-paced Courses	In this course, you will explore e-marketing and how to define your core business, develop an online identity, and form strategic alliances.

