



### Elements of the Program

- Innovation/Creativity
- Finance
- Organizational Culture
- Employee Training
- Human Resources
- Business Strategy
- Marketing and Sales
- Product and Service Delivery
- Leadership Development

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[ned@a360c.com](mailto:ned@a360c.com)  
3200 West Market St., Suite 4  
Akron, Ohio 44333  
[www.a360c.com](http://www.a360c.com) | 330-812-3588

## Certificate of Business Acumen

### Curriculum

#### Certificate of Business Acumen Level I

Topic	Course	Hours
Finance	Celeme Apples & Oranges™	8
Organizational Culture	Workshop/What is it, How to build it	11
Human Resources	HR Laws and Policy Workshop	11
Business Strategy	Celeme Performance™ Workshop	7
Marketing & Sales	Celeme Livon™ Workshop	8
Product/Service Delivery	Celeme PartnerStock™ Workshop	7
Leadership/Employee Development	Leadership Workshop	27
Innovation and Creativity	ExperiencePoint Design Thinking™	11
Capstone Project	Group Project	10
Total Hours		100

#### Certificate of Business Acumen Level II

Topic	Course	Hours
Budgeting	The Budgeting Process Workshop Conduct	8
Organizational Culture	Organizational Survey	16
Human Resources	Develop Recruiting/Retention Program	12
Advanced Business Strategy	Celeme Decision Base™	16
Strategic Sales	Celeme Sales Endeavor™	8
Product and Service Delivery	Develop Continuous Improvement	24
Leadership Development	Program Celeme Tango™	27
Innovation and Creativity	Thinking Design Sprint	16
Capstone Project	Group Project	10
Total Hours		101