



UNIVERSITY OF GUAM
GLOBAL LEARNING AND
ENGAGEMENT CENTER

2020 CATALOG



**AMERICAN
MANAGEMENT
ASSOCIATION**



American Management Association®

About AMA

AMA is the nation's most recognized name in management training. They are known for professional education and development programs that deliver world-class learning solutions. Their corporate office is in Saranac Lake, NY. Founded in 1923, AMA is dedicated to the proposition that career growth and success in managing others is predicated on lifelong learning. In addition, all AMA resources and operations are linked up to America, Europe and Asia.

Certificate Programs

University of Guam's Certificate Programs offers your employees the opportunity to gain widely recognized credentials by partnering with American Management Association.

How Does It Work:

Students complete five 20-hour courses in their area of specialization. Upon completion, they are awarded a Certificate in the specialty field jointly signed by the University of Guam and the American Management Association.

University Certificate Programs:

Listed below are the programs which are customized to meet the industry's needs.

- Administrative Professional Certificate
- Business Communication Certificate
- Customer Satisfaction Certificate
- Finance and Accounting Certificate
- General Management Certificate
- Human Resources Certificate
- Manufacturing Certificate
- Project Management Certificate
- Quality Improvement Certificate
- Sales and Marketing Certificate
- Strategic Leadership Certificate
- Success Skills in the Workplace Certificate
- Supervision Certificate

Administrative Professional Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Core Course

Skills for Success: A Guide for Secretaries and Administrative Assistants

Elective Courses

- Delivering Knock Your Socks Off Service
- Fundamentals of Business Writing
- Getting Assertive, 2nd Edition
- How to Manage Conflict in the Organization, 2nd Edition
- How to Manage Your Priorities, 2nd Edition
- How to Sharpen Your Business Writing Skills, 2nd Edition
- Interpersonal Communication Skills in the Workplace, 2nd Edition
- Personal Strategies for Managing Stress, 2nd Edition
- Planning and Leading Productive Meetings
- Practical Problem-Solving Skills in the Workplace

- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Taking Control with Time Management, 5th Edition
- The Grammar and Proofreading Course



Business Communications Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Communication Skills for Managers, 5th edition
- Fundamentals of Business Writing
- How to Sharpen Your Business Writing Skills, 2nd Edition

Elective Courses

- Business Writing When English is a Second Language
- Delegating for Business Success
- How to Be an Effective Facilitator
- How to Write a Business Plan, 4th Edition
- Interpersonal Communication Skills in the Workplace, 2nd Edition
- Planning and Leading Productive Meetings
- Planning and Managing Change
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Successful Interviewing: Techniques for Hiring, Coaching and Performance Management Meetings
- Successful Negotiating
- The Grammar and Proofreading Course



Customer Satisfaction Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Core Course

Delivering Knock Your Socks Off Service

Electives

- Communication Skills for Managers, 5th Edition
- How to Be a Great Call Center Representative
- How to Build High-Performance Teams
- Interpersonal Communication Skills in the Workplace
- Interpersonal Negotiations: Breaking Down the Barriers
- Keeping Customers for Life
- Making Teams Work
- Managing the Customer Satisfaction Process
- Practical Problem-Solving Skills in the Workplace

Finance and Accounting Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Finance and Accounting for Nonfinancial Managers, 3rd Edition
- How to Read and Interpret Financial Statements

Electives

- A Manager's Guide to Financial Analysis, 5th Edition
- Beyond the Basics: Intermediate Finance and Accounting For Nonfinancial Managers
- How to Plan and Manage Your Company Budget, 5th Edition
- How to Prepare a Financial Forecast, 2nd Edition
- How to Write a Business Plan, 4th Edition
- Job of the Accounting Manager



General Management Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Communication Skills for Managers, 5th Edition
- Fair Square, and Legal: A Manager's Guide to Safe Hiring
- Managing and Firing Practices, 2nd Edition
- Finance and Accounting for Nonfinancial Managers, 2nd Edition
- Leadership Skills for Managers, 4th Edition

Electives

Management Skills

- Coaching for High Performance
- Delegating for Business Success

First-Level Leadership: Supervising in the New Org., 2nd Edition

- First-Line Supervision, 5th Edition
- How to Manage Conflict in the Organization, 2nd Edition
- How to Train Employees: A Guide for Managers
- Making Teams Work
- A Manager's Guide to Human Behavior, 4th Edition
- Managing and Achieving Organizational Goals
- Performance Management
- Planning and Managing Change
- Taking Control with Time Management, 5th Edition

Communication Skills

- How to be an Effective Facilitator How to Sharpen Your Business Writing Skills, 2nd Edition
- Planning and Leading Productive Meeting
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Successful Interviewing: Techniques for Hiring, Coaching and Performance Management Meetings

Business and Financial Skills

- Beyond the Basics: Intermediate Finance and Accounting for Nonfinancial Managers
- How to Read and Interpret Financial Statements
- How to Write a Business Plan, 4th Edition
- Successful Project Management, 2nd Edition

Human Resources Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing Practices, 2nd Edition
- Fundamentals of Human Resources, 4th Edition

Electives

- Coaching for High Performance Communication Skills for Managers, 5th Edition

- Compensation: How to Develop Effective Reward Programs
- How to Be an Effective Facilitator
- How to Manage Training: Facilitating Workplace Learning for High Performance
- How to Train Employees: A Guide for Managers
- Making Teams Work
- Managing and Achieving Organizational Goals
- Performance Appraisals: Strategies for Success
- Performance Management
- Planning and Leading Productive Meetings
- Planning and Managing Change
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Successful Interviewing: Techniques for Hiring, Coaching, and Performance Management Meetings



Manufacturing Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- First Line Supervision, 5th Edition
- Fundamentals of Inventory Management and Control, 3rd Edition
- Fundamentals of Purchasing

Electives

- How to Manage Maintenance, 2nd Edition
- How to Plan and Manage Warehouse Operations, 2nd Edition
- Making Teams Work
- Strategic Supply Management
- Successful Negotiating
- Successful Project Management, 2nd Edition
- Total Quality Management

Project Management Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Managing Multiple Projects
- Project Risk and Cost Analysis
- Successful Project Management, 3rd Edition

Electives

- A Manager's Guide to Human Behavior, 5th Edition
- Coaching for High Performance
- Delegating for Business Success
- First-Level Leadership
- How to Manage Conflict in the Organization, 2nd Edition
- Making Teams Work
- Managing and Achieving Organizational Goals
- Planning and Leading Productive Meeting
- Planning and Managing Change
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Taking Control with Time Management, 5th Edition

Quality Improvement Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Course

Total Quality Management

Electives

- How to Build High-Performance Teams
- Keeping Customers for Life
- How to Manage Training: Facilitating Workplace Learning for High Performance
- How to Train Employees: A Guide for Managers
- Making Teams Work
- Managing and Achieving Organizational Goals
- Managing the Customer Satisfaction Process
- Successful Project Management, 2nd Edition



Sales and Marketing Certificate

Curriculum

Complete 10 CEUs; 2 Core Courses and 3 Elective Courses

Recommended Core Courses

- Fundamentals of Marketing, 4th Edition
- How to Write a Marketing Plan, 3rd Edition
- Presentation Success: How to Plan, Prepare, and Deliver Effective Presentations

Electives

- Delivering Knock Your Socks Off Service
- How to Be a Great Call Center Representative
- How to Build High-Performance Teams

- How to Sharpen Your Business Writing Skills, 2nd Edition
- Keeping Customers for Life
- Making Teams Work
- Managing the Customer Satisfaction Process
- Planning and Leading Productive Meetings

Strategic Leadership Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Leadership Skills for Managers, 4th Edition
- How to Develop the Strategic Plan, 3rd Edition

Electives

- Coaching for High Performance
- Finance and Accounting for Nonfinancial Managers, 2nd Edition
- First Level Leadership: Supervising in the New Organization, 2nd Edition
- Fundamentals of Marketing: From Product to Profit, 4th Edition
- How to Be an Effective Facilitator

- How to Manage Conflict in the Organization, 2nd Edition
- Interpersonal Negotiations
- Managing and Achieving Organizational Goals
- Planning and Managing Change
- Successful Project Management, 2nd Edition

Success Skills in the Workplace Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- Managing and Achieving Organizational Goals
- Taking Control with Time Management, 5th Edition

Electives

- Fundamentals of Business Writing
- How to Manage Conflict in the Organization , 2nd Edition
- How to Manage Your Priorities, 2nd Edition
- How to Sharpen Your Business Writing Skills, 2nd Edition

- Interpersonal Communication Skills in the Workplace, 2nd Edition
- Making Teams Work
- Practical Problem-Solving Skills in the Workplace 978-07612-13895
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations
- Successful Negotiating
- The Grammar and Proofreading Course

Supervision Certificate

Curriculum

Complete 10 CEUs; 1 Core Course and 4 Elective Courses

Recommended Core Courses

- First Line Supervision, 5th Edition
- First Level Leadership, 2nd Edition

Electives

Supervisory Skills

- Coaching for High Performance
- Delegating for Business Success
- Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing and Firing Practices, 2nd Edition

- Finance and Accounting for Nonfinancial Managers, 2nd Edition
- How to Manage Your Priorities, 2nd Edition
- Making Teams Work
- Managing and Achieving Organizational Goals
- Performance Appraisals: Strategies for Success
- Planning and Managing Change
- Taking Control with Time Management, 5th Edition
- What Managers Do, 4th Edition

Communication Skills

- Communication Skills for Managers, 5th Edition
- Fundamentals of Business Writing
- How to Sharpen Your Business Writing Skills, 2nd Edition
- Planning and Leading Productive Meetings
- Presentation Success: How to Plan, Prepare and Deliver Effective Presentations





American Management
Association®

Course Design

AMA courses feature a structured, flexible design that enables individuals to master critical business and management skills in a classroom setting. All AMA courses are reviewed by subject-matter experts. Every course is designed to provide practical application that translates to on-the-job success.

Course Elements

Pre- and Post-Tests

These multiple-choice assessments allow learners to establish a knowledge baseline before taking the course and measure progress on completion.

Chapter Organization Self-Study courses are organized into carefully structured chapters written in clear, straightforward language and reviewed for both subject matter and pedagogical soundness. Each chapter features learning objectives tied to section headings, exhibits, exercises, a recap, and review questions.

Learning Objectives Chapters begin with a list of learning objectives that state the concepts and skills to be mastered. Each objective is linked to a section heading, is summarized in the recap, and is tested in the review questions.

Exhibits Tables, charts, diagrams, and lists illustrate and summarize key points from the text.

Exercises A wide range of exercises support the course content and allow learners to perform self-assessments, test their understanding of new concepts, and practice new skills.

Think About It These visualization exercises allow learners to apply what they learn to their own workplace situations and experiences—ensuring application and retention of learning.

Recaps Each chapter ends with a recap that links to the learning objectives and summarizes chapter content.

Review Questions Five self-scoring review questions conclude each chapter and allow learners to see if they've mastered the content or need to review selected learning points.

Bibliography and Recommended Resources For learners who wish to explore related topics in more depth, these features list a wide range of sources.

Glossary Key terms are defined in this useful reference tool.

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