

Better Business

Preparing the Next Generation Workforce

The [NEIU College of Business and Technology](#), Adult and Executive Education unit, provides executive programming that can support your business through leadership and skills development, expansion of product lines, adoption of new technologies and softwares, compliance with occupational or industry regulations, expansion into new markets, and promotion of growth and increased profit.

Each training can be customized for the frequency of meetings and the modality (in-person, remote, or hybrid format). Unless otherwise posted, the course is designed to be 20 hours long. The cost of training covers facilitation, administration, and supply needs. Some trainings are also available in Spanish.

- 1-20 participants is \$12,000.
- Some courses are premium due to specific software or event add-ons.

TRAINING MENU

Advanced Accounting + Data Analytics

Detailed and accurate record-keeping is fundamental to successful businesses. As businesses grow, the importance and complexity of their records also increase. The BIG Center can support local small businesses by offering training sessions to upskill their current accounting staff and provide them with a deep understanding of industry-relevant accounting practices. The program will also review how computerization and four types of analytics complement the accounting field.

Artificial Intelligence

"Incorporating AI into Business Practices and Operations" offers a comprehensive exploration of the transformative role of Artificial Intelligence (AI) in contemporary business landscapes. Participants will have an overview of AI fundamentals, demystifying machine learning, and natural language processing. Real-world use cases illustrate the versatility of AI applications, showcasing successful implementations in industry and the benefits of AI adoption, ranging from heightened operational efficiency to data-driven decision-making and improved customer experiences. A roadmap will be provided for businesses to navigate the complexities of AI adoption, promoting a strategic and responsible approach to harnessing the full potential of AI in their practices and operations.

Become Your Own Boss Business Planning Course

The BIG Center empowers entrepreneurs to dream, create, and grow their businesses. The BIG Center aids start-ups and existing businesses to fuel their entrepreneurial growth. Your course instructors will guide you through four main components to develop a business: researching your industry and competitors, developing your marketing and sales plan, devising your financial statements, and preparing your pitch presentation. With industry leaders who coach and mentor, you will have expertise at your fingertips and a newfound network among those who believe in our mission to empower your entrepreneurial spirit. [See the detailed curriculum](#). **40 hours, starting at \$20,000 for up to 20 participants.**

Blockchain Technologies in the Business Setting

As the business landscape continues to evolve, blockchain technology in the business setting offers a comprehensive exploration of the latest trends and applications shaping the future. With blockchain gaining momentum as a transformative force across industries, the program will dive into its multifaceted impact on

business operations and insightful discussions on integrating blockchain in supply chain management, finance, and banking, shedding light on real-world use cases and success stories. The program will also cover the role of smart contracts and decentralized finance, showcasing how these technologies are reshaping traditional business processes and emphasizing their potential to foster transparency and accountability within supply chains. As regulatory frameworks evolve, the program will offer valuable insights into the latest developments and challenges in the blockchain space, areas for strategic growth, and innovation.

Branding

Amplifying a business' voice through branding will help it cut through the market noise. The BIG Center can assist local businesses by providing executives and professionals with the knowledge and know-how to curate an impactful image and narrative to build trust and interest with future and prospective customers. Brands help people distill information, simplify choices, and make decisions. In this program, you will learn to develop your brand's positioning, character, and purpose, evaluate the health of your brand using different approaches, make smart brand portfolio decisions and manage growth, create a powerful marketing plan for a real-world scenario, and drive growth and defend against competitive attacks using risk assessments.

Business Analytics

Quantitative analysis of business statistics is fundamental to translating metrics into actionable strategy. This course helps analysts work with data, turn numbers into narratives, and turn stories into success. You will identify where in your organization analytics adds value, build the confidence required to operate in a data-driven environment, develop the ability and intuition to judge the quality of analytic data, understand the importance of platforms to drive business growth, learn how to tell a persuasive story with data visualization tools and build a working knowledge of data science.

Business CAPSIM Simulation

Capsim simulation provides immersive, hands-on learning experiences in a real-world environment – so you can measure and develop the essential skills business leaders need to succeed. Join us in operating and growing a multi-million dollar company in a dynamic and competitive market by making strategic, cross-functional business decisions, featuring the triple bottom line that boosts the company's financial health while improving social and environmental impacts. This simulation provides high-quality, objective feedback that helps learners create a plan to build on their strengths and address skill gaps. ***Premium course \$15,000 for up to 20 participants.***

The Business Management Certificate

The Business Management Certificate is designed to help managers create and manage more effective teams while understanding individual differences among their employees. The program aims to provide managers with skill sets that can help them understand human behavior in organizations. The goal is to establish a foundation in interpersonal effectiveness and self-awareness while acquiring knowledge in motivation, group dynamics, leadership, trust, conflict management, personality, and developing design thinking. Whether the participant is a new or an experienced manager, the certificate program will offer them opportunities to become a better leader by developing practices and methods that facilitate or hamper effective behavior in achieving organizational goals.

Cloud-based technology

Cloud-based services are quickly becoming the backbone of business operational architecture. This training offers current advances in cloud-based services and teaches participants how to implement them within local business operations.

Customer Relation Management Tools

As new opportunities for leveraging customer data to support sales emerge, executives and administrators must be kept apprised of the new developments in the constantly changing field of CRM software and applications. This training will disseminate information on new developments and provide CRM training for current or new staff.

Cybersecurity

In an increasingly connected world, navigating the dangers of bad actors in digital spaces is an accelerating hazard all businesses face. This training will cover the importance of cybersecurity for business operations and how to design and implement long-term solutions for their organizations.

Data Visualization

The need for data analytics has exploded since the advent of the Internet, as has the need to express the narratives within the data in a digestible and intuitive manner. This training will teach analysts how to use applications like Power BI, Tableau, Excel, and Google Data Studio to increase their productivity and earning potential.

Digital Marketing

Colleagues with deep expertise in digital marketing are mission-critical in today's business environment. Every business, from local grocers to Fortune 500 companies, must have internet-savvy personnel who can leverage social media, email, and mobile marketing strategies to gain insight into customer preferences and behavior patterns. This digital marketing course is ideally suited to tackle the complex ecosystem of digital marketing to build long-lasting relationships with potential and loyal customers.

Diversity, Equity, Inclusion, and Belonging

The discussion centers on strategies to create more inclusive workplaces, acknowledging the value of diverse perspectives and experiences. Participants will cover the business case for DEIB, emphasizing how fostering a culture of equity and inclusion contributes to innovation, employee satisfaction, and overall organizational resilience. The course addresses practical approaches to implementing DEIB initiatives, including recruitment practices, employee training, and leadership development. Attendees gain insights into cultivating a sense of belonging for all employees, irrespective of background or identity. The discussion also covers the intersectionality of DEIB, recognizing the interconnected nature of diversity and the need for multifaceted approaches. Through case studies and interactive sessions, the course aims to equip businesses with actionable strategies for advancing DEIB goals and creating positive societal impact. As organizations increasingly recognize the business imperative of prioritizing diversity and inclusion, the course envisions a future where businesses play a pivotal role in driving positive change and fostering environments where everyone can thrive. Participants leave the course with a deeper understanding of the importance of DEIB in business and the tools to champion inclusivity within their respective organizations.

Dual Language and Cultural Diversity

This forward-looking program on implementing dual languages in the business setting will focus on preparing organizations for a future marked by increased linguistic diversity. The discussion will cover the strategic imperatives of fostering bilingual or multilingual environments to cater to evolving market dynamics and global expansion. Participants can expect insights into cutting-edge language technologies, including advanced translation tools and artificial intelligence applications, to streamline communication processes. The course will emphasize the significance of cultural sensitivity and its role in effective multilingual communication, acknowledging the nuances of different languages. Anticipated topics also include the integration of emerging digital platforms, implementing dynamic language policies, and cultivating a workforce adept at navigating linguistic diversity. As business evolves rapidly, this course aims to equip participants with forward-thinking strategies to address language-related challenges and opportunities proactively.

Emotional Intelligence

The discussion centers on understanding and cultivating the key components of EI, such as self-awareness, self-regulation, empathy, motivation, and social skills, within the context of the business landscape. Course participants cover the practical applications of EI in fostering effective communication, conflict resolution, and team collaboration. The session emphasizes the significance of EI in leadership development, highlighting how leaders with strong emotional intelligence can navigate complex interpersonal dynamics and inspire their teams to achieve shared goals. The discussion extends to the impact of EI on decision-making processes, employee

engagement, and organizational culture. Through interactive workshops and real-world case studies, the course aims to provide actionable strategies for enhancing emotional intelligence skills in a business context. As the corporate landscape continues to prioritize the human side of leadership, the course serves as a platform for cultivating a more emotionally intelligent workforce, ultimately contributing to improved workplace relationships, increased productivity, and overall organizational resilience.

Employee Retention

Corporate culture is something every company has, whether intentional or not. It's the defining characteristics and values of an organization. It's reflected in the actions, attitudes, and behaviors of those who work at your organization. If the culture is toxic or unaligned, it can lead to negative outcomes such as high employee turnover, decreased productivity, and low performance. A good corporate culture fosters teamwork, job satisfaction and leads to better business results. This training will assess the gap between the culture you have and the culture you want, develop a blueprint for the culture that gets results from your strategy sooner, cultivate new mindsets, skills, and behaviors in employees, and fix any policies, processes, and practices that hinder new ways of working.

Enterprise Resource Planning Systems (ERPs)

Implementing ERP technologies like SAP S4HANA can help businesses integrate critical functions and record data to support operations, strategy, and accountability. This training adds the latest technology, such as built-in artificial intelligence (AI), machine learning (ML), robotic process automation (RPA), and analytics. Hence, your business operates better, reshapes business models and redefines work, streamlines processes, and promotes efficient and informed decision-making.

How to make R&D on a budget work for you

Small businesses are particularly vulnerable to economic changes, yet maintaining investments in new ideas and products is fundamental to growth. Educating executives on the importance of looking to the future and showing them how to do so will add robustness to an important but delicate business ecosystem. By focusing on *intrapreneurship*, this training can assist executives with directing their colleagues' creativity toward forward-thinking initiatives that will boost the bottom line.

Human Resource Fundamentals

The HR Fundamentals course comprehensively overviews essential Human Resources concepts and practices. Participants gain insights into key areas such as recruitment and hiring processes, employee onboarding, performance management, and workplace compliance. The course covers HR policies and procedures like employee relations, benefits administration, and legal considerations. Attendees also learn about the evolving role of HR in fostering a positive workplace culture and addressing contemporary challenges.

IP Law/Copywriting/Patents

"IP Law, Patent, and Copyright Utilization in Business Practices and Operations" comprehensively explores intellectual property (IP) 's critical role in shaping and safeguarding business innovations. The program illustrates the distinctions between patents, copyrights, and IP laws, offering attendees a nuanced understanding of their respective applications. Emphasis will be placed on strategically using these legal tools to protect inventions, creative works, and proprietary business processes. Real-world examples underscore the significance of obtaining patents for technological innovations and the international dimensions of IP protection, emphasizing the need for a global perspective in today's interconnected business environment.

Project Management (General)

With innovation, adaptability, and a holistic approach to successful project delivery in mind, industry thought leaders and seasoned project managers come together to explore the evolving dynamics of effective project execution. The course covers the integration of advanced project management methodologies, such as Agile and Lean, and their application in diverse industries. Participants discuss the increasing reliance on virtual collaboration tools and project management software, emphasizing their role in enhancing team productivity and communication, especially in a globalized and remote workforce. The discussion also addresses the importance

of soft skills in project management, recognizing the need for effective leadership, communication, and stakeholder management. The course highlights the impact of emerging technologies like artificial intelligence and automation on project workflows, fostering a dialogue on harnessing these tools for greater efficiency. Additionally, there is a focus on the importance of sustainability and ethical considerations in project planning and execution. The course serves as a platform for sharing best practices, real-world case studies, and insights into navigating the challenges and opportunities that the future holds for project management professionals.

Project Management Professionals x Chief Information Officer

Exploring the intersection of Chief Information Officers (CIOs) and Project Management Professionals (PMPs), the discussion revolves around the evolving role of leading organizations through technological transformations. CIOs and PMPs will discuss the strategic integration of project management principles within information technology and digital initiatives. The course addresses the symbiotic relationship between CIOs and PMPs, emphasizing how project management expertise is integral to successfully steering complex IT projects. The conversation extends to the dynamic landscape of digital innovation, cloud computing, and cybersecurity, underscoring the pivotal role each plays in ensuring the seamless execution of strategic IT initiatives. The discussion also explores how the PMP certification enhances the leadership capabilities of CIOs, enabling them to effectively navigate challenges, optimize resources, and deliver value to stakeholders. As technological advancements continue to reshape industries, the course aims to provide insights into how CIOs, with a strong foundation in project management, can drive innovation, foster collaboration, and lead their organizations toward digital excellence. Through practical case studies and shared experiences, the course envisions empowering CIOs and PMPs to embrace a collaborative approach that maximizes the impact of technology-driven projects on organizational success.

Strategic Management

Both visionary and pragmatic, the dynamic roundtable meetings are designed for knowledge exchange, fostering a collective vision for the future of strategic management. Industry leaders and experts gather to explore the evolving landscape of business strategy. The discourse will cover integrating cutting-edge technologies, such as artificial intelligence and blockchain, and their transformative impact on strategic decision-making. Participants reflect on the imperative for organizations to be agile and adaptable in rapidly changing global markets. Emphasis is placed on the growing significance of sustainability and ethical considerations in strategic planning, recognizing the shift towards socially responsible business practices. The discussion also revolves around the role of data analytics in shaping strategic insights fostering a deeper understanding of consumer behavior and market trends. Collaborative leaders will exchange insights on the challenges of balancing short-term gains with long-term sustainability and the importance of a proactive and forward-thinking approach to strategic management in navigating the uncertainties of the future business landscape.

[Submit a proposal request](#)

For customization, or to book, contact:

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