

# Crucial Business Management Skills for the 21st Century



COLORADO STATE UNIVERSITY  
ONLINE

## Overview

This program offers management and business skills training to improve your brand, your influence, and your resilience in the modern workplace. Courses range in topics from personal management to team management, and challenge you to take what you learn into your daily work environment. Learn practical skills to:

- Manage how others perceive your strengths and abilities — your “personal brand.”
- Be more influential in your organization’s strategies and operations.
- Handle stress and increase resilience as a manager.
- Build, manage, and sustain high-performing teams.
- Infuse innovation and creativity into your work and leadership style.

Upon completion of these management training courses, you will come away with tools to:

- Manage organizational power dynamics.
- Create a strategic plan tailored to your individual, team, and organizational needs.
- Develop and sustain teamwork in a variety of cross-functional situations.
- Be more effective, efficient, and innovative in your job.

## Demonstrate your knowledge with digital badges

For every course you successfully complete, you earn a digital badge that can be displayed on your resume, social media profiles, and online portfolio. This allows employers to click on the badges, see exactly what you learned, and see that you gained these skills through CSU.



## Delivery

Online

## Tuition

Mastery Badge (all courses) – \$640

Quest Badge (group of courses) – \$377

Trek Badge (individual course) – \$125

Tuition for the full program may vary based on savings earned by bundling courses.

## Time frame

Mastery Badge – 8 weeks

Quest Badge – 4 weeks

Trek Badge – 2 weeks

## Badge expiration

Badges in this program expire after three years from the date earned to ensure up-to-date knowledge of practices in the industry.

## More info

[online.colostate.edu/badges/business-management-skills](https://online.colostate.edu/badges/business-management-skills)

## Contact

Karin Bright  
Student Success Coach  
[karin.bright@colostate.edu](mailto:karin.bright@colostate.edu)  
(970) 491-4108

# Crucial Business Management Skills for the 21st Century



COLORADO STATE UNIVERSITY  
ONLINE

## Curriculum

Designed to cater to your needs and interests, the program gives you the option of taking as many courses as you like. You can sign up for the full program (the Mastery Badge), register for a group of courses related to a certain topic area (a Quest Badge), or take an individual course (a Trek Badge). When you successfully complete the courses for which you register, you earn digital badges that you can add to your resume, portfolio, and social media profiles to show employers what you have learned and what you can offer them.

### Mastery Badge (full program)

**BSBB 3060** – Crucial Business Management Skills for the 21st Century (Mastery Badge) | \$640

To earn the Crucial Business Management Skills for the 21st Century Mastery Badge, you must complete all Quest and Trek badges. Receive the best value by registering for the full program all at once.

### Quest Badges (groups of courses)

Quest Badges include groups of courses bundled together for a discounted price. These badges help you specialize in specific topic areas.

**BSBB 3061** – Crucial Management Building Blocks (Quest Badge) | \$337  
Bundle includes:

- **BSBB 3062** – Personal Branding for Greater Effectiveness (Trek Badge)
- **BSBB 3063** – Resilience and Stress Management for Professional and Personal Development (Trek Badge)
- **BSBB 3064** – Influence and Impact (Trek Badge)

**BSBB 3065** – Advanced Management Practices (Quest Badge) | \$337  
Bundle includes:

- **BSBB 3066** – High Performance Teams (Trek Badge)
- **BSBB 3067** – Strategic Planning That Works (Trek Badge)
- **BSBB 3068** – The Art of the Creative/Innovative Manager (Trek Badge)

### Trek Badges (individual courses)

Pick individual badges based on your interests and needs. Each individual Trek Badge earned will apply toward a Quest Badge, as well as the Mastery Badge.

## What is a digital badge?

A digital badge is a visual representation of skills or knowledge you have gained. You earn a digital badge each time you successfully complete one of a variety of our short online courses.

CSU's digital badge programs allow you to customize your education to meet your specific needs and interests. Take the courses you want to take, and build your own unique set of credentials.

Badges earned through CSU are organized in a hierarchy that you can build upon:

**Trek Badges** – Earn Trek badges for each single course completed.

**Quest Badges** – Earn Quest badges for completing either a single course or a group of courses, depending on the program.

**Mastery Badge** – Earn a Mastery badge upon completion of all courses within a program.

## How can CSU's digital badges be used?

Once you earn them, you can share your digital badges among your professional and personal network. Display them on your resume, online portfolio, website, and social media pages.

The badges you display in digital locations are clickable. This allows others to see details about what you learned, and that your credentials were earned from CSU. Think of this as an alternative to transcripts.