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News Release



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IBTA Prepares to Release New Course in Human Resource Management

Cedar Park, TX, May 28, 2020 – The International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP) certification, has scheduled the release of its latest course for the fourth quarter of 2020. This will be the second new offering from IBTA this year and demonstrates IBTA’s commitment to equipping business professionals with the skills and resources necessary for business success.

Human Resource Management is an essential business function, and IBTA is excited to offer training in this crucial field. This course comes as a response to the growing need for small businesses to establish policies and processes that make the most of their human resources. Since 2003, IBTA’s training curriculum has enabled business professionals to exhibit their commitment to excellence in the workplace by offering globally recognized certifications in a variety of business disciplines. The CBP certification equips businesses with the distinction and skills necessary to compete globally. The new Human Resource Management course will contribute to this mission. “The way a company manages their human resources reflects significantly on the company’s values and image. The people that make up an organization truly determine the health and success of that organization. IBTA specifically created this new course to help human resource professionals build expertise and feel self-assured in their performance,” explained IBTA’s Vice President Dario Morell.

Issues with human resource management can lead to missed opportunities and reduced productivity. The way in which a company manages its people is a crucial part of the company’s reputation and has a significant impact on recruiting, retention, attrition, company culture, and employee satisfaction. These critical factors can determine the health, growth, and strength of

an organization. The new certification program covering Human Resource Management will help businesses ensure that they are taking the necessary steps towards success. Mishandling human resource issues can lead to litigation, lost business, and a damaged reputation. This course will teach professionals how to avoid these dire consequences and achieve business success.

The Human Resource Management course is recommended for business owners, entrepreneurs, and human resource professionals. The Human Resource Management field is constantly growing, and now is the perfect time for businesses to expand their offerings and ensure that their HR managers are well-equipped to handle any situation. Through quality training, IBTA will provide the necessary knowledge and skills that individuals can rely on to ensure that they stay up-to-date with current best practices. A few highlights of the course include topics such as creating company culture, conducting effective performance reviews, complying with legal regulations, evaluating potential candidates, and prioritizing staff development.

IBTA takes pride in offering leading educational content for professionals who want to become leaders in their industries. "IBTA has identified the need for this course in the business world, based on feedback from hundreds of individuals, businesses, and training centers globally. Human capital is among the most crucial business assets, so effective human resource management is essential to operating a successful business," commented Dario Morell. With the help of IBTA, professionals can distinguish themselves from the competition and become proficient Human Resource Managers.

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IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certification. ATPs receive IBTA support in the form of referrals, support, industry news, and instructor program support. Visit <http://www.cbpcertify.com> to learn more about becoming an ATP.

About IBTA

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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