

C o u r s e F e a t u r e s

Certified Young Business Professional



Course Overview

The Certified Young Business Professional, CYBP, curriculum is the global standard for introducing high school students to the world of business. The CYBP curriculum was developed by the International Business Training Association in an effort to provide a global standard for introducing high school students to the essential knowledge and skills required to be a young business professional, regardless of the industry. It therefore teaches a non-industry specific approach to the essential skills required in business.

This high school level course gives teenagers a current and applicable introduction to the business world, including all facets of business. From starting a business and operating it to, making impactful improvements to the way business is conducted.

The first part of the course introduces the students to the business world by asking why people start businesses in the first place and gives the students some insight into the mind of an entrepreneur. It also highlights the components of, types of, and basic functions within a business. Leadership skills are emphasized early in the course along with the key skills required to run any business, including customer service, sales, communication, and etiquette.

The second part covers important aspects of marketing and managing business, including working with employees, finances, budgets, and using cutting-edge technological advances and software to improve efficiency.

Who Should Attend?

The course is recommended for High Schools, After-Schools, and Summer Camps.

Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must be between the ages of fourteen (14) and eighteen (18) and be in high school or secondary school or have similar educational standards.

What you will receive

Students will receive an official student manual for post class reference and review.

Certification Preparation

This course prepares candidates to sit the Certified Young Business Professional exam **Y20-901**

Course Outline: Certified Young Business Professional

Module 1: Introduction to Business

- Why do People Start Businesses?
- What is Success in Business?
- What are the Main Components of a Business?
- Categorize Types of Business?
- Basic Functions Within a Business?

Module 2: Starting a Business

- What Makes an Entrepreneur?
- Steps to Starting a Business?
- What is Business Plan Development?
- Skills Needed to be Successful in Business?

Module 3: Leadership

- What is Leadership?
- Characteristics and Skills of an Effective Leader?
- Responsibilities of an Effective Leader?
- What Creates Leadership Potential?
- Leadership versus Management?

Module 4: Sales

- What is Selling?
- Three Requirements of an Effective Sales Person?
- What are the Different Ways we Sell?
- The Seven Stages of the Selling Process?
- Role of Product Knowledge in Sales?
- Importance of Positive Sales Attitude?
- Develop a Natural Excitement through the Sales Process?
- Strategies for Resolving Objectives?
- Objection Responses that Reduce Conflict?

Module 5: Introduction to Customer Service

- What is Customer Service?
- Who are your Customers?
- Ways to Interact with Customers
- The Need for Customer Service
- The Importance of Customer Service
- Having the Right Attitude for Customer Service
- Develop a Natural Excitement Through Customer Service
- Three Customer Working Styles or Classifications
- The Assertive, Analytical, and Amiable Working Style
- Identify Behavioral or Working style
- Internet Customer Care Market

Module 6: Introduction to Business Communication

- The Nature of Business Communication
- Fundamentals of Business Communication
- Barriers to Effective Communication
- Strategies to Overcome Communication Barriers
- Verbal versus Non-Verbal Communication
- Fundamental Communication Skills for Effective Customer Care
- Key Aspects of Verbal Communication
- The Role Tone Plays in Verbal Communication
- Importance of Presenting a Professional Image
- Basic Requirements for Effective Communication
- Essential Elements in Message Definition
- Importance of Analyzing the Audience
- Main Elements of Message Structure

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Module 7: Introduction to Business Etiquette

- What is Business Etiquette?
- The Basics of Etiquette
- Foundational Values for a Culture of Excellence
- Principles of Exceptional Work Behavior
- Role of Good Manners in Business
- Words that Demonstrate Proper Etiquette
- Receptionist Guidelines for Meeting People
- Key Essentials that an Effective Greeting Should Communicate
- Components of an Effective Greeting
- Correct Protocol for Shaking Hands
- Correct Protocol for Introductions
- Correct Protocol for Addressing Individuals

Module 8: Management

- The Purpose of Management
- The Role of Management
- Styles of Management
- What Comprises the Business Environment?
- Laws Affecting the Business Environment

Module 9: Marketing

- Marketing and its Components
- Marketing Framework and its Components
- Implementing a Marketing Plan
- What is Marketing Analysis
- What is Market Research?
- The Role of Technology in Marketing
- Web Site Design and Marketing
- Social Media as a Marketing Tool

Module 10: Human Resources

- The Purpose of Human Resources
- Conducting a Job Interview
- Motivating employees
- Implementing Disciplinary Action
- Strategies for Employee Termination
- How Ethics Applies to Management

Module 11: Finance and Budget

- How to Define and Create a Budget
- Budget Categories and Staying on Budget
- Accounting Terms like Asset and Equity
- What are Assets?
- What are Liabilities?
- What is Equity?
- Learn to Read a Financial Statement
- Double-Entry Accounting

Module 12: Technology in Business

- The Impact of Technology on Business
- Types of Computer Software
- Technological Opportunities for Business Professionals
- The Internet, its History, and Progression, including Social Media