

## 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 (IBTA) to provide a global standard for introducing high school students to the essential knowledge and skills required to be a young business professional in any 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 section 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, types, and functions of 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-School Programs, and Summer Camps.

## Prerequisites

**This course requires that students meet the following prerequisite:**

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 for 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?
- What are the Main Components of a Business?
- What are the Main Types of Businesses?
- Identify Key Functions Within a Business

### **Module 2: Starting a Business**

- What is an Entrepreneur?
- Steps to Starting a Business
- Business Plan Development
- What Skills Will I Need to be Successful in Business?
- Start Your Business

### **Module 3: Leadership**

- Leadership Defined
- Effective Leadership
- Responsibilities a Leader
- Leadership Potential
- What do you Need to be an Effective Leader?
- Leadership versus Management

### **Module 4: Sales**

- Definition of Selling
- Sales Foundation
- Ways to Sell
- The Selling Process—Strategies and Tactics
- Product Knowledge
- Develop a Positive Sales Attitude
- Be Excited
- Strategies for Resolving Objectives
- Create Objection Responses that Reduce Conflict

### **Module 5: Introduction to Customer Service**

- What is Customer Service?
- Who are your Customers?
- When and Where does Customer Service Take Place
- The Need for Customer Service
- What does Customer Service Mean to You?
- Developing a Customer-Friendly Attitude
- Excitement is Contagious
- Customer Analysis: Knowing Your Customer
- The Assertive, Analytical, and Amiable Behavioral Styles
- A Dominant Behavioral Style
- Internet Customer Service

### **Module 6: Introduction to Business Communication**

- What is Business Communication?
- Business Communication Model
- Barriers to Communication
- Strategies for Overcoming Communication Barriers
- Verbal vs. Non-Verbal Communication
- Developing Effective Communication Skills
- Verbal Communication Skills
- Tone of Voice
- Presenting a Professional Image
- Communication Basics
- Defining Your Message
- Analyze Your Audience
- Structuring Your Message

## **Course Outline: Certified Young Business Professional**

### **Module 7: Introduction to Business Etiquette**

- Introduction to Business Etiquette
- The ABCs of Etiquette
- Developing a Culture of Excellence
- The Principles of Exceptional Work Behavior
- What is the Role of Good Manners in Business?
- Enduring Words
- Examples of Common Courtesies in the Workplace
- Guidelines for Receptionists
- Making Introductions and Greeting People
- Greeting Components
- The Protocol for Shaking Hands
- Introductions
- Addressing Individuals

### **Module 8: Management**

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

### **Module 9: Marketing**

- Introduction to Marketing
- The Eight Basic Components of Marketing
- What is a Marketing Framework?
- Creating a Marketing Plan
- Market Analysis
- Marketing Research
- The Role of Technology in Marketing
- Website Design and Marketing
- Website Marketing
- Social Media Marketing

### **Module 10: Human Resources**

- Human Resources
- What to Look for in a Job Candidate
- Motivating Employees to Perform Well
- When is Punishment Appropriate?
- Terminating Employees
- Ethics in Management

### **Module 11: Finance and Budget**

- The Importance of Budgets
- Identifying Budget Categories
- Accounting Terms You Should Know
- Determining Assets
- Liabilities
- What is Equity?
- Reading a Financial Statement
- Double-Entry Accounting

### **Module 12: Technology in Business**

- Technology and Business
- Computer Software
- Applications Enhance the Business Professional's Capability
- Understanding the Internet
- Internet History
- The Internet Today
- Social Networking