

DISCOVER THE CABM/CBM  
ONLINE LEARNING SYSTEMS



PEARSON





## DISCOVER THE CABM/CBM ONLINE LEARNING SYSTEMS

### *The Most Interactive, Efficient, and Effective Way To Prepare for the CABM/CBM Exams*

The Certified Associate Business Manager (CABM) and Certified Business Manager (CBM) Credentials enable candidates to demonstrate proficiency in every key functional area of management. In today's dynamic and inter-related business environment, these credentials ensure that successful candidates will be valuable to both employers and business schools.

At the Association of Professionals in Business Management (APBM), we want to help our candidates prepare for the rigorous CABM/CBM Certification Exams – and, equally, to help them prepare to apply their knowledge in the real world. That's why we've partnered with the world's leading education company, Pearson Education, to develop an exceptionally comprehensive, robust, and supportive online learning system.

This new, hands-on system draws on today's latest technologies to make preparation far more efficient, powerful, and focused. It brings together everything from video to online presentations, flashcards to comprehensive practice questions and tests. Everything works together seamlessly to deliver better results in less time, by:

- Helping candidates quickly focus on what they need to know
- Supporting candidates' personal learning styles, whatever they are
- Enabling candidates to test their knowledge on the entire curriculum or individual areas of study, whenever they want
- Giving candidates the tools to feel confident when they walk into the exam room

By signing up for the CABM/CBM Online Learning Systems, candidates gain access to the only Official Self Study Program for the CABM/CBM Credentials. All they need is an Internet-connected computer.

This brochure walks you through the system -- showing how it works, and how it can help CABM/CBM candidates succeed.

### APBM AND THE CABM/CBM CREDENTIALS: Making Management a True Profession

The APBM is at the forefront of the movement to make business management a profession through certification, a code of professional ethics, continuing education, and research. To this end, APBM is setting the standard for management education.

We believe that in order for organizations to succeed, business managers at all levels must have demonstrable skills, knowledge, and ethics: the foundations of the management profession.

APBM's CABM/CBM Credentials offer the best way for managers to prove that they meet these standards – and they represent the best way for companies to be certain that their current management workforce and new hires do so, as well.

### THE CABM CREDENTIAL

The CABM is a professional certification in business management based on a pre-MBA curriculum. The knowledge tested on the CABM Exam represents the minimum level of knowledge necessary for an entry-level management position. The CABM leads to the CBM and/or an MBA.

### THE CBM CREDENTIAL

The CBM is the most rigorous and comprehensive general management certification available to business managers. While other certifications validate expertise in specialized functions, CBM holders demonstrate knowledge and skills across all functions of management.

The CBM is a masters-level professional certification based on an MBA curriculum. It supplements, complements, and enhances the MBA degree, which may vary in scope, rigor, or focus.

Those who meet the challenge of the CBM are valued as business generalists by colleagues and companies alike. CBMs demonstrate both competency and integrity—highly sought-after qualities in today's dynamic business environment.

### COMMITTING TO ETHICS AND CONTINUING PROFESSIONAL DEVELOPMENT

Each CABM/CBM must physically sign the APBM Code of Professional Ethics once a year.

To ensure that managers keep up with accelerating change, each CABM/CBM is required to complete 20 hours of continuing education per year.





## INTERACT MORE, LEARN MORE, GET MORE HELP...

As you discovered in school, people learn more when they can interact with their content. So the CABM/CBM Online Learning Systems provide multiple ways for them to do just that. Find something important? Go ahead...

### HIGHLIGHT IT...



#### JUST LIKE YOU'D HIGHLIGHT A PRINTED TEXTBOOK WITH A HIGHLIGHTER

##### ■ 500.1.2 Understand the changing environment and duties of HR management

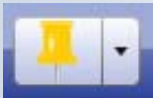
##### THE CHANGING ENVIRONMENT AND DUTIES OF HR MANAGEMENT

##### *Human Resource Management's Changing Role*

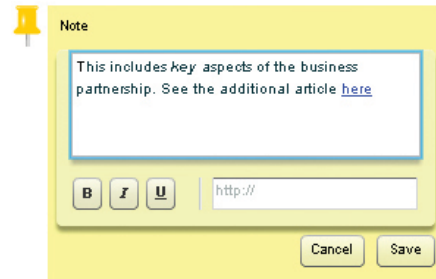
IBM's new human resource organization reflects the fact that employers' human resource priorities and duties have evolved with changing times. In the early 1990s, "personnel" first took over hiring and firing from supervisors, ran the payroll department, and administered benefit plans. As technology in areas like testing and interviewing began to emerge, the personnel department began to play an expanded role in employee selection, training, and promotion.<sup>5</sup>

Union legislation in the 1930s meant more emphasis on protecting the firm in its interaction with unions. The discrimination legislation of the 1960s and 70s meant large potential lawsuits and penalties to employers, and thus an expansion of HR's

### TAKE NOTES...



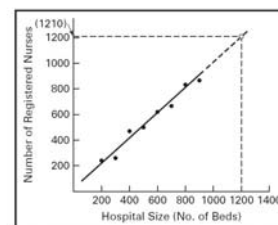
#### TO READ AND PRINT WHENEVER YOU LIKE



### ZOOM IN...



#### FOR A CLOSER LOOK AT TABLES, DIAGRAMS, ANYTHING

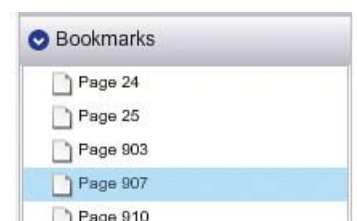


Determining the Relationship Between Hospital Size and

### BOOKMARK IT...



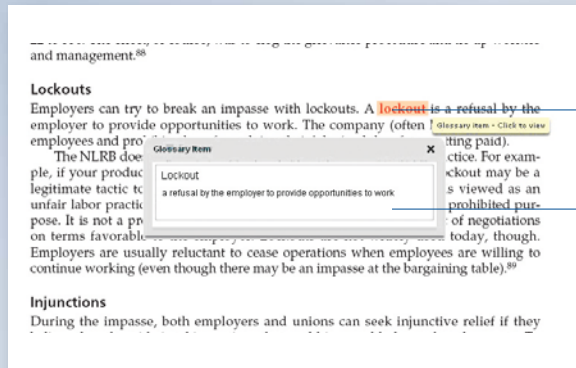
#### AND BUILD A LIST OF BOOKMARKS THAT MAKES IT EASY TO FOCUS ON KEY ISSUES





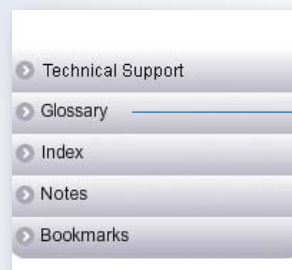
## LEARN THE LANGUAGE OF BUSINESS

Effective managers must be comfortable with the language of business: thousands of specialized terms, many of which may be unfamiliar. The CABM/CBM Online Learning Systems make it easy for them to master the terminology they'll need to succeed.



JUST CLICK ON A HIGHLIGHTED TERM

AND GET A PLAIN ENGLISH  
DEFINITION, INSTANTLY



OR CLICK HERE...

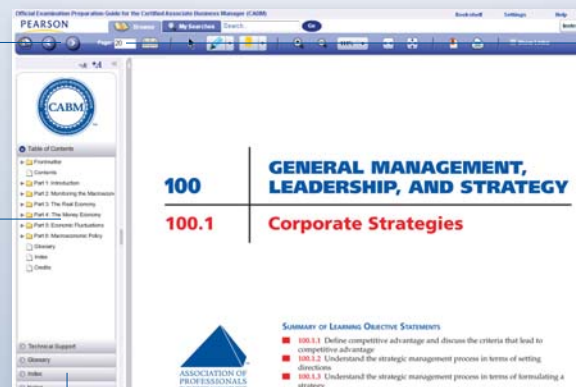
TO BROWSE OUR COMPREHENSIVE  
BUSINESS GLOSSARY

## EASY TO NAVIGATE, EASY TO USE

Busy exam candidates don't want to waste time struggling to find content: They want to spend their precious study time actually studying. The CABM/CBM Online Learning Systems help them get to any exam topic instantly, using tools they already know from web browsers and office software.

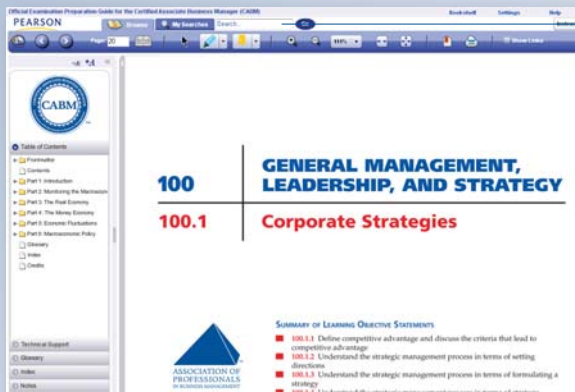
MOVE BETWEEN PAGES

BROWSE THE TABLE OF  
CONTENTS TO ANY  
MODULE, THEN DRILL  
DOWN TO ANY TOPIC



MOVE TO ANY  
SPECIFIC PAGE

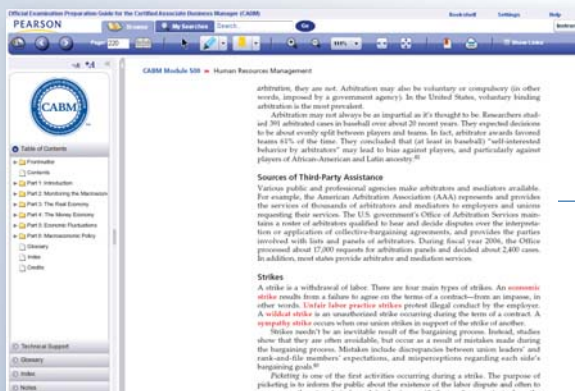
SEARCH OUR COMPREHENSIVE INDEX



OR USE OUR POWERFUL, BUILT-IN SEARCH ENGINE, JUST AS YOU'D USE GOOGLE



JUST CLICK ON ANY SEARCH RESULT



TO INSTANTLY DRILL DOWN INTO THE DETAILS

Search results appear in a separate tab. It's easy to navigate back and forth between the eBook content and search results, so candidates can find what they want, explore topics, and follow a train of thought wherever it leads -- and go beyond facts to real insight.





## DON'T JUST READ IT: *EXPERIENCE IT*

The new CABM/CBM Online Learning Systems combine clear, carefully edited text with engaging media and interactivities to bring concepts to life for CABM/CBM candidates. They won't just read about it: with one click, they can hear it, see it, experience it.

CLICK HERE

**Formulating the Firm's Mission Statement**

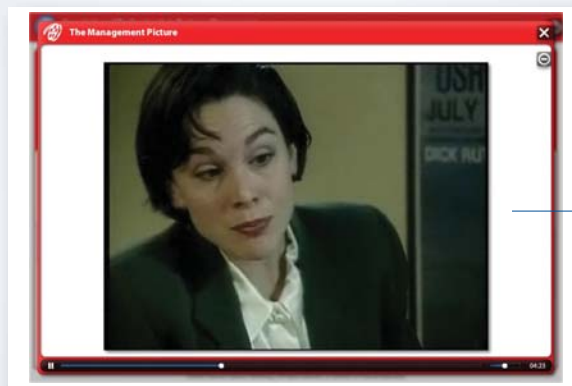
Although statements of strategic intent are typically only a sentence in length, mission statements are usually much longer. A **mission statement** articulates the fundamental purpose of the organization and often contains several components, among them:

- ▲ Company philosophy
- ▲ Company identity or self-concept
- ▲ Principal products or services
- ▲ Customers and markets
- ▲ Geographic focus
- ▲ Obligations to shareholders
- ▲ Commitment to employees<sup>10</sup>

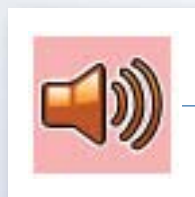
An example of a mission statement is provided in **Figure 1.2**. As the example illustrates, mission statements describe the purpose of the organization, and should support and be consistent with its strategic vision. One of the major differences between statements of strategic vision and mission statements is that mission statements tend to be much more specific in terms of the values and the primary focus of the organization.

To determine what strategy to pursue requires an analysis of both the firm's external environment and internal resources and capabilities. The results of an assessment of both need to be integrated to determine the appropriate objectives and to formulate the strategy necessary to achieve them.

100.1 Corporate Strategies 4



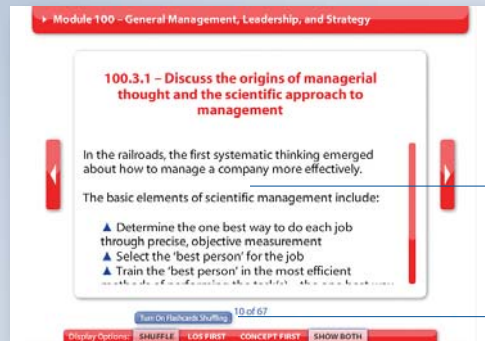
TO SEE A VIDEO CLIP  
THAT ILLUMINATES HOW  
REAL CEOs CREATE REAL  
MISSION STATEMENTS



OR CLICK A PODCAST  
ICON TO LISTEN ONLINE,  
OR EVEN DOWNLOAD  
AUDIO TO AN IPOD OR  
ANOTHER MP3 PLAYER  
FOR REVIEW ON THE GO!

## FLASHCARDS IN A FLASH...

Electronic flashcards are one of the easiest, fastest, most powerful ways to reinforce exam content – and the CABM/CBM Online Learning Systems are packed with them. Candidates can check their knowledge at any time, for any module -- or for all ten modules at once. They can even work against the clock.



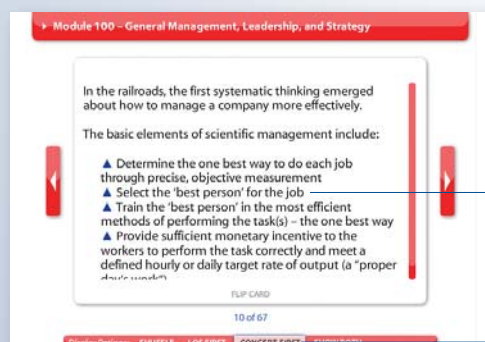
TO REVIEW CORE CONCEPTS RANDOMLY...

CHOOSE SHUFFLE...



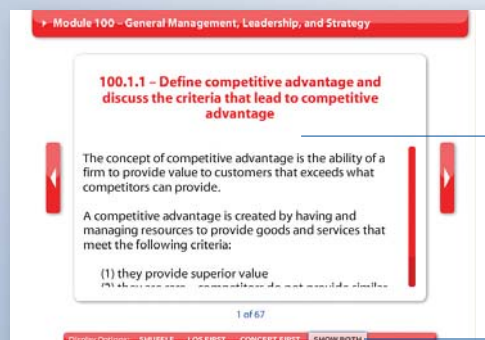
TO DISPLAY THE LEARNING OBJECTIVE FIRST, AND FLIP THE CARD TO SHOW THE RELATED CONCEPT

DISPLAY BY LEARNING OBJECTIVES...



TO DISPLAY THE CONCEPT FIRST, AND FLIP THE CARD TO SHOW THE RELATED LEARNING OBJECTIVE

DISPLAY BY CONCEPT



TO DISPLAY BOTH CONCEPT AND LEARNING OBJECTIVE WITHOUT FLIPPING

OR, SHOW BOTH



## JUST PART OF OUR COMPREHENSIVE NEW SELF-TESTING RESOURCES

When candidates take their CABM/CBM Exams, they want to make sure they're 100% ready. That's why we've incorporated comprehensive online self-testing and diagnostics: everything they need to focus their efforts where they'll do the most good, and be confident that they understand the entire management body of knowledge.

Previous versions of the CABM/CBM preparation guides required exam candidates to answer print-based questions and then grade themselves manually. Our new online version gives them all the interactive help and feedback they need to identify areas of strength and weakness – so they can quickly deepen their knowledge in every area that requires attention.

*Let's take a closer look at the process:*

### PRE-TEST

A one-time-only, comprehensive pretest is designed to provide a complete diagnostic of each candidate's starting point. The pre-test covers the entire body of knowledge associated with either the CABM/CBM Exams. After taking the pre-test, candidates receive a report organized by the 10 Learning Modules: detailed information that identifies their strengths and weaknesses.

### MODULE AND SUB-MODULE QUIZZES

Candidates may take an unlimited number of quizzes for any module or sub-module contained in the CABM/CBM curricula. A typical sub-module may include questions for several learning objectives. These online quizzes draw from a large database of practice questions. Every question is supported with detailed feedback about right and wrong answers.

### POST-TEST

A one-time-only post-test is designed as a final review. Candidates receive a report showing how their final post-test scores, which can be compared with their pre-test scores, and identifying any areas where they still need further study. If candidates do need further study, they can return to the system's eBook, media assets, and flashcards -- and take all the module and sub-module quizzes they wish.







## GET STARTED TODAY

Now, take the next step to meet your professional goals faster and more effectively! It's easy to get started: just visit [www.apbm.org](http://www.apbm.org) today!

If you're evaluating the CABM/CBM Credentials for your colleagues and employer as part of professional development programs, please email APBM at [info@apbm.org](mailto:info@apbm.org) to begin the conversation.

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ASSOCIATION OF  
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IN BUSINESS MANAGEMENT

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