



# MicroCourses™

Empower individuals to  
**improve their business and leadership skills** and unlock  
their full career potential



EBSCOlearning and the American Management Association (AMA) have joined forces to offer a unique e-learning resource to support **business, management and leadership skills development.**

**AMA MicroCourses™** enables libraries, schools, colleges and universities to provide students, job seekers, career changers and those seeking advancement with an opportunity to **master the most essential soft skills**, from strategic thinking and managing change to leading teams and resolving conflict.

## Key benefits

Users of AMA MicroCourses™ will be able to:

- Develop the **critical skills** necessary at every stage of their career
- Choose from **more than 80 courses**, each taking 20-30 minutes or less to complete
- **Engage in learning** where and when it best suits them
- **Earn certificates of completion** from EBSCO/AMA



## Accessible, self-paced learning

Learners can select from more than 80 carefully curated video courses taught by the most authoritative voices in the corporate world. Each course uses a structured, multimedia approach with spaced video clips providing an introduction, learning objective, narrative scenario, quick questions to measure comprehension and reinforce learning as the course progresses, a final test, and a review of learners' answers. New courses are added each year.

### Courses include:

- Adopting an AI Mindset
- AI Essentials: A Basic Understanding for All
- Applying Mindful Behaviors at Work
- Becoming a Strategic Thinker
- Building a Customer-Focused Strategy
- Building and Maintaining Trust
- Communication Skills of a Credible Leader
- Creating Boundaries and Balance
- Creative Thinking Techniques
- Developing and Organizing Presentation Content
- Diversity and Inclusion: Understanding the Impact
- Effective Problem Solving and Decision-Making Tools
- Enhancing Communication Skills
- Experiential Learning: Maximizing Learner Engagement
- Facilitation Skills for Trainers
- Fostering Creativity and Innovation in Others
- Giving and Receiving Feedback
- Leading with Emotional Intelligence in the Workplace
- Leading Your Team Through Ambiguity
- Managing Change Effectively
- Managing Projects Effectively
- Navigating Organizational Politics
- Negotiating to Win
- Planning for Success
- Presenting Visually Compelling Data
- Principles of Effective Business Writing
- Resolving Conflict in the Workplace
- Routines that Support Efficiency and Productivity
- Successfully Working in Hybrid Teams
- Utilizing Effective Risk-Response Strategies

### About the American Management Association (AMA)

The American Management Association (AMA) is globally recognized as a leader in professional development. For 100 years, it has helped millions of people bring about positive change in their performance to improve business results. AMA's learn-by-doing instructor-led methods, extensive content and flexible learning formats are proven effective with on-the-job application. The world's foremost organizations rely on AMA's experience, expert guidance, vast award-winning learning resources and global capabilities to reach their talent and business goals.

Visit **EBSCO.com** to learn more and download the full list of courses.

