



Fact Sheet

DIVISION OF CORPORATE, CONTINUING AND DISTANCE EDUCATION

Spring 2010

Critical Thinking in Business

Non-Credit, Professional Development Online Course

The Course

Critical Thinking is a specific set of thinking skills that is necessary in today's competitive business world. This course provides professionals with critical thinking skills for decision making, problem solving, marketing and sales, understanding customers' perspectives, cause and effect relationships and detecting flaws and biases in one's thinking.

This is a highly interactive course that includes collaborative learning activities and focuses on real business problems based on participants' experiences. In addition to providing understanding and competency of several critical thinking skills, the emphasis is on actual application of these skills.

Learning Outcomes

- Identify and comprehend several critical thinking skills
- Apply critical thinking skills and strategies in an actual work setting
- Identify and challenge assumptions and make decisions based upon facts
- Understand various frames of reference of customers and other groups of people
- Recognize how frames of reference can be used to influence sales and marketing
- Ask questions designed to elicit and promote critical thinking
- Help others become better critical thinkers
- Understand how stress impairs one's ability to think critically and to use stress management to promote critical thinking.

About the Instructor

Bob Schoenberg is a graduate of the Critical & Creative Thinking Program at the University of Massachusetts Boston. He has also taught classes in Critical Thinking at MassBay Community College and has conducted workshops in Critical Thinking for the Massachusetts Teachers Association (MTA). He is an entrepreneur and author of *Critical Thinking in Business*.

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Critical Thinking in Business

PRFTRN 080

ONLINE
Feb 1-May 3
R. Schoenberg, Class No 1010
3.5 CEUs, Course fee: \$1,060

Upon successful completion of this course, you will receive a certificate of completion and 3.5 Continuing Education Units (CEUs). This is a non-credit course.

How to Register

Students may register online at:

ccde.umb.edu/corporate/business-critical-thinking/

For More Information

For more information, please contact Shona Jackson (tel. 617.287.6934, email shona.jackson@umb.edu).

ccde.umb.edu/corporate/business-critical-thinking/
