



PROFESSIONAL CERTIFICATE IN **Business Foundations**

Certificate Description

This certificate provides high school graduates, professionals with limited experience or out-of-field students and professionals the opportunity to understand the general functioning of today's businesses.

Business & Society—BUS 105 (required)—This survey course provides students with a general introduction to business activity and how it relates to our economic society. Students will explore how businesses are owned, organized, managed, and controlled.

Outcomes:

- Describe the basic environments (legal, social, economic) in which a business operates.
- Explain the basic concepts of management and recognize problems faced in operating a business enterprise.
- Identify basic concepts regarding money and banking, financial management, stock and bond markets, and risks involved in business.
- Discuss the changing factors that could influence business in the future.
- Distinguish the differences between the major forms of business organizations and be able to know and identify the characteristics of each.

Principles of Accounting I—ACCT 205 (required)—This course introduces students to financial accounting. Students can learn the fundamentals of the accounting cycle.

Outcomes:

- Understand & explain the Accounting Equation and its components (of assets, liabilities & capital)
- Understand the meaning & effects of transactions on revenues, expenses, assets, liabilities & capital
- Understand, distinguish and analyze the composition of "Capital" for unincorporated & incorporated for-profit entities
- Select and use the appropriate accounting policies and practices to a wide range of commercial situations requiring financial accounting information for "external" decision making purposes
- Identify the various user groups that need accounting information and the characteristics of the information that they need
- Prepare a Trial Balance, an Income Statement, Owner's Equity Statement and Balance Sheet;
- Participate in managerial decision processes requiring the input of accounting based information



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Financial Management—FINA 310 (required)—This course examines the key components of financial decision making: valuation and risk management. Students will examine the implications of forecasting, capital budgeting, working capital management, and project risk management.

Outcomes:

- Examine and explain the purpose of Capital Budgeting
- Demonstrate how to make Capital Investment Decisions
- Analyze project analysis and evaluation processes
- Demonstrate how to assess mutually exclusive projects
- Analyze capital project techniques, and Cost of Capital Valuation
- Examine concepts of NPV and Cash Flow Analysis

Managerial Accounting—ACCT 310—This course is designed to provide students with an understanding of the role of accounting information in support of decision making and planning throughout the organization. Students will learn accounting methods for planning and controlling operations through budgets, responsibility centers and cost management. Furthermore, students will learn various measures and analysis techniques to evaluate the performance of the business.

Outcomes:

- Describe the functions of, and explain the nature and scope of managerial accounting
- Understand the role of performance measures in an organization
- Explain the nature, purpose and scope of responsibility accounting
- Understand the role of management accounting in planning, control and adaptation
- Differentiate between various costing systems and various forms of responsibility centers
- Understand the relativity of managerial accounting data and information, and to interpret, present, evaluate and use it effectively and appropriately in internal management decision-making
- Assess and demonstrate the relevance and applicability of managerial accounting information to decision making by non-financial management

Principles of Marketing—MKTG 205—Students will study and apply the fundamentals of marketing within an organization and the contemporary market environment. The course will focus on marketing strategy and development of a marketing mix.

Outcomes:

- Describe the function of marketing and demonstrate its importance to the overall success of the organization
- Justify the importance of customer relations and customer satisfaction to marketers
- Identify the reasons why it is essential for the marketing department to collaborate with other departments in the organization in order to be effective
- Analyze the major challenges facing marketers
- Illustrate the environmental forces that effect marketing
- Explain how companies can position their products for maximum competitive advantage in the marketplace
- Demonstrate investigative/research skills.
- Demonstrate a systematic approach to the application of relevant marketing tools to a variety of situations.
- Demonstrate information processing skills



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Management and Leadership of Organizations—MGMT 310—This course examines the elements of management and leadership as they apply to modern organizations. Special emphasis is placed on organizational change, role of managers, and cultural differences found in today's management environment.

Outcomes:

- Explain the concept of an organization and how it is changed
- Explain the role of a manager
- Outline the major theories of organizations
- Define the dimensions of an organization's culture
- Describe the techniques of managing change

Survey of Human Resources Management—MGMT 315—This course will cover all basic aspects of the field of Human Resources Management. Topics to be discussed will include Employment Law, The Employment Process, Compensation and Benefits, Training and Development, Employee Motivation, Employee Safety, and Labor Relations. This course will also offer a selection of topics that will provide students with the opportunity to delve deeper into specialized areas and explore "hot topics" in Human Resources.

Outcomes:

- Introduce and define the fundamental history of and strategic position in the field of human resources management, certifications, growth and lucrative opportunities in the HRM specializations.
- Explore the various principles relevant to the major practices, laws and regulations affecting equal employment opportunity, employee safety, employment law and the overall employment process.
- Identify methodologies relevant to team-building, performance standards for the functions of HRM as they pertain to organizing, controlling, planning, leading and staffing.
- Evaluate the most appropriate and effectiveness motivational tools used in productivity improvement, metrics, job safety and career planning for workforce design.
- Gain an understanding on the essentials of international human resources management and its relevance to socio-cultural challenges through insightful discussions on current issues that impact retention and poor performance.
- Learn to develop employability skills using self-assessment tools, by designing, planning, and creating of a workable portfolio to enhance strategic managing of careers and job qualifications.



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Quantitative Methods of Analysis—BUSN 311—In this course, students will learn the fundamentals of probability, statistics, and their applications in business decision making.

Outcomes:

- Describe key data collection methods.
- Construct charts and diagrams to interpret data.
- Compute mean, median, mode for a set of data
- Discuss the approaches to assessing probabilities and explain variance and standard deviation
- Determine the required sample size for estimating a single population mean.
- Formulate Confidence Intervals to test samples against population means
- Formulate hypotheses and hypothesis testing methodology with one sample
- Discuss the impact of technology on business and using effective communication techniques.
- Recognize situations that present potential ethical and legal issues and develop solutions for those issues.