



PROFESSIONAL CERTIFICATE IN **Entrepreneurship**

Certificate Description

This certificate provides high school graduates, professionals with limited experience or out-of-field students and professionals the opportunity to understand the significance of finance in today's business environment.

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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Management & Leadership of Organizations—MGMT 310 (required)—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

Financial Management—FINA 310—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

Business Law and Regulations—MGMT 330—This course examines the legal environment and various challenges of managing modern organizations. It also reviews the concepts of corporate accountability, ethical work environments and legal compliance. It introduces basic legal terms and typical business regulatory agencies and laws that effect most business enterprises

Outcomes:

- Examine various legal challenges, mechanisms, strategies within a business environment.
- Analyze the structure and organization of legal systems in the US.
- Examine the regulation of multinational and international enterprises within home and host states.
- Examine regulations and regulatory agencies and their impact on business organizations.
- Apply critical thinking skills to analyze business situations.
- Recognize situations that present potential ethical and legal issues and develop solutions for those issues



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Project Management—MGMT 412—This course explores principles of project management to gain fundamental knowledge to enhance management outcomes including human resources management, communications management, scope management, quality management, scheduling/time management, cost and resource management, risk management, contract/procurement management, and project integration.

Outcomes:

- Assess the general functions of management as depicted by planning, organizing, leading, and controlling
- Appraise the main concerns of project management based on the general functions of management
- Evaluate the main components of project management in the modern setting
- Justify the different approaches to project implementation within the modern business setting
- Evaluate the concepts of engineering, procurement, construction, installation, and start-up in contemporary turnkey project management process
- Discuss the impact of technology on Business
- Use effective communication techniques
- Recognize situations that present potential ethical and legal issues and develop solutions.

Advanced Entrepreneurship—MGMT 422—This advanced course in domestic entrepreneurship centers on writing a comprehensive business plan and implementation plan for a venture of the student's choice. The course examines ways to profitably launch and exploit business opportunities (as opposed to what opportunity to explore). It will allow students to acquire the skill set necessary for crafting a winning business model for their ventures - developing and writing a coherent and effective plan to start a business, in either an independent or a corporate setting.

Outcomes:

- Critically evaluate the role of business in society
- Assess the role and nature of entrepreneurship
- Critically analyze the options for financing a business and explore franchising options
- Appraise the importance of marketing and its role in our economy
- Critique the four stages of the product life cycle
- Evaluate the way global competition affects the operation of contemporary businesses
- Evaluate credit and collection policies and practices as relevant to the modern entrepreneur
- Design and develop a business plan



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Capitalization and Investment—MGMT 448—The course deals with the process of capital budgeting involving decision making with respect to investment in fixed assets. Some of the topics include payback period, net present value, profitability index, internal rate of return, and modified internal rate of return

Outcomes:

- Examine and explain the purpose of capital budgeting
- Analyze and assess capital investment decisions to determine the most appropriate outcomes
- Understand the concept of compound interest and its relationship to discounting
- understand and evaluate the determinants for the appropriate DCF rate of return
- Analyze and evaluate non-standard capital investment decisions
- Analyze and evaluate alternative capital investment decision methods
- Analyze and evaluate both cash and profit approaches to capital investment appraisal