



PROFESSIONAL CERTIFICATE IN **General Business**

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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Marketing Management—MKTG 305—This course explores the application of management principles to the marketing function. Emphasis is placed on the application of planning, implementation, controlling, and evaluation of marketing strategies as the means for achieving an organization's objectives.

Outcomes:

- Assess the implications of the societal marketing.
- Determine how to manage pricing programs.
- Analyze product and services positioning compared to the competition.
- Research alternative channel management techniques and compare and contrast competitive marketing strategies.
- Analyze cases that focus on key marketing management tasks, such as marketing research, sales forecasting, product and brand management, distribution channels, pricing, and promotion and advertising strategies.
- Evaluate the importance of technology, and effective communication techniques.
- Distinguish situations that present potential ethical and legal issues and develop solutions for those issues.
- Deduce problems and solutions facing brand managers.
- Assess the responsibilities that face brand managers surrounding product/service, price, promotion, and distribution.

Budgeting—FINA 425—This course will provide fundamental understanding of budgeting, budgeting process and includes a practical guide for preparing financial budgets.

Outcomes:

- Why it is important for an organization, project or department to have a budget.
- Who should be involved in budgeting
- Critically appraise budgeting operational plans, cost categories and budgeting guidelines.
- Identify the different kinds of budgets, and different budgeting techniques.
- Analyze the cost of capital, capital budgeting, debt instruments and markets
- Identify some budgeting issues including format, and budget monitoring

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.