

Business Administration Certificate Program 2021 Course Descriptions

Upon completion of one, two or three quarters, students will earn a Certificate of Completion. All courses listed are required in order to earn the certificates. Please note that **all courses and information subject to change**.

Quarter 1

All students will take the following courses:

- Introduction to Business
- Elements of Marketing
- Business Communication Skills
- Market Research Workshop
- Direct Studies – Understanding the American Workplace

INTRODUCTION TO BUSINESS

3 UNITS

Examine the foundation, principles, and practices upon which modern business enterprises are based. Become familiar with not only the functional elements of a for-profit company, but also the challenges presented by today's competitive global marketplace. Topics include: the business life cycle; balancing short and long-term demands; forms of business ownership and organization structure; leadership and managing competing priorities; competing in global markets; the employment relationship (employment options, compensation packages, managing and rewarding performance); marketing, promoting, pricing and distributing products and services; financial and operational information systems.

ELEMENTS OF MARKETING

3 UNITS

Receive hands-on, practical experience in integrated marketing communications and explore the building blocks of effective marketing programs. This course will also showcase how to incorporate the tools you learn into your career and organization by learning best practices from current case stories while networking with classmates representing a variety of professional disciplines. Marketing career options will also be discussed. Gain experience in a variety of industry sectors, and have the opportunity to develop the primary elements of a marketing plan for the company of your choice.

BUSINESS COMMUNICATION SKILLS

3 UNITS

Being able to communicate your ideas accurately and persuasively is essential in a business environment. Explore the communication skills necessary to be productive in today's complex workplace. Discover how to analyze and address a range of audiences. Learn the basics of speech organization, body language, vocal variety and speaking without preparation. Improve your interactions one-on-one and in meetings. Topics include recognizing and responding to nonverbal messages, personal vs. position power, negotiation, accommodating individual differences (age, culture, gender), giving and receiving constructive criticism, understanding group dynamics and team development, professional writing skills, and presentation skills.

MARKET RESEARCH WORKSHOP

1 UNITS

This Market Research workshop will teach you the basic skills needed to gather reliable market research and compile this information in a way that will improve your ability to make meaningful marketing decisions. This course will provide a high-level overview of the use and applications of market research. You will learn practical tools for finding secondary data sources in databases and Internet search engines. Students will be provided a brief overview of market research surveys and case studies and see examples of well-designed questionnaires and how to understand research findings.

DIRECTED STUDIES – UNDERSTANDING THE AMERICAN WORKPLACE

2 UNITS

This course will explore the context in which Management Practices, Politics, Legal Decisions and Laws, Cultural Changes, Values and Ethics, and Technology have led to the American Workplace of today and how these and other factors will continue to evolve our American Workplace of the future. You will gain firsthand insight by working on a project with local business owners and will learn about the challenges and rewards that business owners experience.

Quarter 2

All students will take the following courses:

- Financial Accounting for Non-Accountants (FAFNA)
- Organizational Behavior
- Presentation Skills for Business
- Directed Studies in Marketing

FINANCIAL ACCOUNTING FOR NON-ACCOUNTANTS (FAFNA)

4 UNITS

Gain an overview of how to use accounting and financial data for more effective and profitable decisions. Learn the information necessary to interpret and evaluate the financial effects of day-to-day management decisions. This course emphasizes the interpretation of accounting concepts that underlie basic financial statements, without focusing on detailed mechanics.

ORGANIZATIONAL BEHAVIOR

3 UNITS

Organizational Behavior will explore human behavior at the individual, interpersonal, and group levels including effects of organizational structure on behavior. The emphasis will be on managerial roles, historical evolution of management, ethics, and behavior in multi-cultural contexts. This course deals with human behavior in organizations and with practices and methods within organizations that facilitate or hamper effective behavior. Within each topic, conceptual frameworks, case discussions, and skill-oriented activities are blended. Topics include communication, motivation, group dynamics, leadership, power, and organizational design and development. Class assignments are intended to help participants obtain the skills that managers need to improve workplace relationships and performance.

PRESENTATION SKILLS FOR BUSINESS

3 UNITS

In this course you will learn how to appropriately prepare for various presentation types in the business environment, including in-person as well as virtual. Learn how to speak, analyze, improve your delivery, and develop engaging and relevant visual aids for your audience. Explore delivery-related topics including posture, movement, gestures, expression, voice projection and variety. Practice developing compelling content and framing your presentation. Through practice, you will discover your strengths and get helpful feedback for making improvements, including tips for managing nervousness and distractions. Improve your public speaking skills for your next presentation.

DIRECTED STUDIES IN MARKETING

3 UNITS

Apply all the skills you have learned throughout the Professional Certificate in Marketing by implementing a comprehensive marketing plan at a business or other organization. Choose a project tailored to your industry of interest and gain practical experience in marketing. Work with an advisor who will coach the project throughout the quarter. Elements of the project include: assessing client needs, developing solutions through a professional marketing plan, presenting to the client, and evaluating the impact of the recommendations.

Quarter 3

This special quarter offers students the opportunity to design their own quarter, by selecting elective business courses such as advanced marketing, leadership, management and communications.

All students will take the following courses:

- Career Preparation Strategies
- 10 units of Elective Courses (varies every quarter)

CAREER PREPARATION STRATEGIES

2 UNITS

For both the hiring manager and the job seeker, the recruiting process contains opportunities and obstacles. This class will introduce students to recruiting practices. Perspectives and activities of the HR department, the hiring manager, and the job seeker will be examined. The course will also look at special considerations present in the recruiting and hiring of workers in the U.S and abroad.