

Business Management

Degree Type

Certificate

Program Description

Today's ever changing business environment requires individuals at all levels of business to possess a variety of business and teamwork skills. The Business Management Certificate is intended for learners seeking business credentials that can be put to immediate, practical use. The coursework implements real life projects and assignments designed to allow learners to develop business skills employers are seeking for supervisory and first-line management roles in business, nonprofits, and government. The group project environment equips students with the ability to enhance their teamwork and project skills.

For those hoping to ultimately enroll in an associate degree, this program provides a stackable credential into business degree options.

Career Opportunities

- Office Supervisor
- Administrative Clerks
- Small Business Owner and Operator

Program Objectives

Upon completion of the program, the student will be able to:

1. Demonstrate knowledge of basic business management and leadership principles.
2. Develop various business documents and plans in simulated projects.
3. Collect and critically analyze data and information to be applied to business scenarios.
4. Present business projects or research findings clearly in reports.

Obtaining the Degree

To earn the certificate, students must:

- Matriculate into the program.
- Satisfactorily complete all certificate requirements, including General Education and Major Requirements.

Business, Entrepreneurship, Marketing, and Technical Electives

Additional new and approved courses from the following areas are acceptable technical electives: ACC, BUS, and MKT courses.

Course Code	Title	Credits
ACC 175	Accounting Principles II	3
BUS 130	Personal Consumer Finance	3
BUS 165	Human Resource Management	3
BUS 210	Business Law	3
BUS 220	Small Business Management	3
BUS 225	Business Ethics	3
BUS 230	Principles of Marketing	3
BUS 240	Labor Management Relations	3
BUS 298	Business Management Internship	2
MKT 100	Consumer Behavior	3
MKT 120	Market Research	3
MKT 140	Advertising	3
MKT 200	Sales and Customer Service	3
MKT 220	Digital Marketing Analytics	3
Total Credits		24

Course Sequencing

Fall 1

Course Code	Title	Credits
CIT 100	Microcomputer Applications	3
	ENG 105 or ENG 110	3
BUS 110	Introduction to Business	3
ACC 150	Accounting Principles I	3

Spring 1

Course Code	Title	Credits
BUS 206	Operations Management and Process Improvement	3
BUS 125	Management Principles	3
	Elective - Business	3
	Elective - Business	3