

Academic Plan as of Spring 2020

Program Description: The Executive Certificate in Business Administration is designed to introduce practicing managers, business owners, and professionals to the most important concepts, tools, and techniques taught in today's business schools. Boost your productivity, confidence, and effectiveness when managing yourself, others, and your business.

In today's knowledge-based economy, your career trajectory and salary potential increasingly depend on how well you adapt to an ever-changing business environment. The four modules leading to the Executive Certificate in Business Administration prepare you to flex with evolutions in business by teaching you how to step back and assess staffing, business processes, economic trends, and financial opportunity.

Prerequisites and Admissions Requirements:

Program Learning Outcomes:

By the end of the Executive Certificate in Business Administration, the student will be able to:

- a. Develop skills to understand and enhance their own leadership style, while effectively managing a diverse workforce.
- b. Possess the tools and knowledge needed to create business strategies including basic finance and accounting vernacular.
- c. Understand the internal policies, processes and procedures that impact business including information systems and budgeting.
- d. Generate plans and tactics for managing the customer experience including brand and sales concepts.

Program Requirements:

To earn the Executive Certificate in Business Administration you must successfully complete the four ECBA modules. Each module is comprised of four relevant business classes. Modules can be taken in any order.

Required Modules:

- People Management
- Business Performance
- Internal Business Environment
- Managing the Customer Experience