

Academic Plan as of Fall 2021

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

This program is perfect for early career business professionals and managers seeking a stronger foundation in current business theory and practice.

Prerequisites and Admissions Requirements: High School Diploma, GED, or equivalent

Program Learning Outcomes:

Upon completion of the Business Administration Certificate, the student will be able to:

- Recognize and enhance their own leadership style, while effectively managing a diverse workforce.
- Put into practice negotiation techniques and skills to improve professional and personal interactions.
- Enhance business communication skills including effective written and spoken communication.
- Utilize the tools and knowledge needed to effectively generate basic finance and accounting documents including P&Ls and balance sheets.
- Understand internal policies, processes, and procedures that impact business including budgeting.
- Generate plans and strategies for managing the customer experience including brand, marketing, and sales concepts.

Program Requirements:

To earn the Business Administration Certificate students must successfully complete six, 6-day, in-person learning sessions. Each session will require approximately 1 hour of pre-work including reading, viewing of online videos, and/or other online interactives. Each day addresses a different business topic. Sessions must be taken in the semester the student registers.

Required Sessions:

- Budgeting and Reporting
- Accounting and Finance
- Professional Presence and Communication
- Leadership and Negotiations
- Sales and Marketing
- Quality Service and Service Operations