

Business Management Certificate Program 2022 Course Descriptions

Upon completion of two quarters, students will earn the Professional Certificate in Business Management with a specialization in a chosen area: Finance, Marketing, or Leadership. Upon completion of three quarters, students will earn a Certificate of Completion in Advanced Studies of whichever specialization they choose. All courses listed are required in order to earn the certificate. Please note that **all courses and information subject to change**.

Quarter 1

All students will take the following courses:

- Elements of Marketing
- Financial Accounting for Non-Accountants (FAFNA) or Accounting I
- Organizational Behavior
- Directed Studies – Internship Preparation

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.

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.

DIRECTED STUDIES – INTERNSHIP PREPARATION

2 UNITS

This class will prepare students to land a dynamic and meaningful internship within the San Diego business community. Discussion will include the exploration of the current business climate, as well as research techniques that will help identify the best opportunities. Students will produce flawless resumes adapted for the U.S. workplace, practice interviewing skills, and receive coaching on the search process. Students will also have a chance to meet individually with the instructor for guidance and support.

Quarter 2

All students will take the following courses:

- Business Decision Making
- Internship (optional)

BUSINESS DECISION MAKING

3 UNITS

Managers are invariably critiqued on their effective use of the complex decision-making process. Refine your leadership skills and focus on the strategic decision-making process as viewed from the top of an organization in a multi-disciplinary setting. Explore the consequences of disregarding the decision-making process, or of its ineffective use, through case studies. You will also participate extensively in small groups and have the opportunity to integrate all you've learned into an effective interactive decision-making model.

INTERNSHIP

Potential to participate in a voluntary 120-hour unpaid internship with a local San Diego company for hands-on experience. Typically, students work 12-16 hours per week, for 8-10 weeks.

FINANCE SPECIALIZATION

Students studying finance will also take the following courses in quarter 2:

- Finance Management
- Financial Statement Analysis
- International Finance and Capital Markets

FINANCE MANAGEMENT

4 UNITS

Learn the key concepts, terms and tools associated with the financial world. Topics include: analysis; management of working capital and short-term financing; time value of money and valuation of corporate securities; capital budgeting and long-term financing; risk management; investment; and capital markets.

FINANCIAL STATEMENT ANALYSIS

4 UNITS

Financial statement analysis has many applications, including the evaluation of department and senior management performance, accounting compliance, and the profitability of business activities. Accounting principles, economic theory and empirical research are integrated to provide a framework for analysis. Students will be introduced to the concepts of analyzing and evaluating accrual-based financial statements using various analytical methods including ratio analysis and market comparisons. ROI, equity, and credit analysis will also be covered.

INTERNATIONAL FINANCE AND CAPITAL MARKETS

3 UNITS

Advancements in the global marketplace have resulted in an increased flow of global capital. Learn the various strategies related to business finance when applied to international markets. Topics include: foreign exchange markets and international central banking; foreign stock and bond markets; international risk management, hedging, international sources of funds; and investment strategies and capital budgeting for foreign projects.

MARKETING SPECIALIZATION

Students studying Marketing will also take the following courses in quarter 2:

- Brand Strategy and Positioning
- Market Research and Analytics
- Digital Marketing

BRAND STRATEGY AND POSITIONING

3 UNITS

Learn to create products and brands that customers love. Explore a hands-on approach to product development, applied customer research, competitive mapping, case study analysis, positioning, communications and developing creative branding strategies. In addition, explore tried-and-true best practices through in-depth case studies of real brands and products. With an emphasis on practical tactics that help you shape a product and brand's positioning strategy, you'll develop the ability to create a full product and branding plan to integrate into your organization and stay ahead of the competition.

MARKET RESEARCH AND ANALYTICS

4 UNITS

Market research is used to obtain reliable information about customers, industry trends, competition, and even emerging trends that could affect the future of your organization's products or services. This course will give you an overview of the use and applications of market research. Traditional qualitative and quantitative research techniques and methodologies will be covered, along with online research techniques. To gain practical market research experience, you will participate in an actual market research project and work on several "real world" market research case studies. You will also learn how to use market research results to drive successful product and service design.

DIGITAL MARKETING

3 UNITS

In the ever-evolving marketing landscape, it has become imperative for a business to integrate digital marketing efforts into its overall marketing strategy. Students in this course will explore the development, production and implementation of digital-marketing delivery methods including, but not limited to, email marketing, web-based marketing, search-engine optimization (SEO), online advertising, and social media. The curriculum will introduce tools to appropriately measure and evaluate the effectiveness of digital-marketing campaigns that are designed to improve the experience of the consumer. New trends, as well as key opportunities for innovation, will also be included.

LEADERSHIP SPECIALIZATION

Students studying Leadership will also take the following courses in quarter 2:

- Managing for Maximum Performance
- Business Communication Skills
- Business Presentation Skills

- Managing for Maximum Performance

MANAGING FOR MAXIMUM PERFORMANCE (or other management skills course)

3 UNITS

Effective managers realize that organizational success is based on so much more than the contributions of its individuals alone. Success is based on the effective management of “teams” working together to achieve common goals. Knowing how to build, influence and lead teams can increase business performance to exceed goals and objectives. Explore the responsibilities, functions and skills required of managers today. Learn how to hire, train and lead teams efficiently and effectively. Boost teamwork and morale using proven communication, planning and goal-setting strategies. Identify leadership styles, and learn to adjust yours to motivate employees and increase their productivity. Tackle challenges, solve problems and mediate differences using practical management tools and techniques.

BUSINESS COMMUNICATION SKILLS

3 UNITS

Being able to communicate your ideas accurately and persuasively is essential in the 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.

BUSINESS PRESENTATION SKILLS

3 UNITS

Success in today's business environment frequently depends on your ability to effectively present yourself and your ideas. In meetings and formal presentations, professionals are required to speak persuasively and professionally. Public speaking skills are an essential competency in order to be successful and advance in your career. 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. After the completion of the course you will have the tools and confidence to develop and deliver outstanding presentations.

Quarter 3

Upon completion of two quarters, students may choose to study for an additional quarter to earn the Certificate of Completion in Advanced Studies in the same area of specialization chosen for the Professional Certificate in Business Management. This quarter will feature one class chosen by the department and a capstone class that allows students to apply their knowledge. Students will also be able to choose two or three electives from a list of pre-determined approved courses.

FINANCE SPECIALIZATION

Students studying finance will also take the following capstone course in quarter 3:

FINANCIAL DECISION MAKING

3 UNITS

This course covers the use of financial accounting and managerial economics to evaluate complex corporate financial decisions in areas such as budgeting and forecasting, corporate lending, capital budgeting, and capital structure. Case methods are used extensively. Coursework involves the analysis of financial issues faced in the business environment and the development of recommendations to achieve desired solutions.

MARKETING SPECIALIZATION

Students studying Marketing will also take the following capstone course in quarter 3:

DIRECTED STUDIES – MARKETING

2 UNITS

The learning objectives of this class include working with a local organization to develop a marketing plan and present this strategy to corporate executives in a professional environment, applying knowledge acquired in the previous two quarters.

LEADERSHIP SPECIALIZATION

Students studying Leadership will also take the following capstone course in quarter 3:

DIRECTED STUDIES—INTERNATIONAL BUSINESS

2 UNITS

This course will provide the student with a practical and professional experience working closely with the instructor and conducting a team-consulting project with a US organization involved in international business. This includes problem definition, locating and qualifying information resources, developing unique insights about the client's industry and its present and future market directions. This course will apply the lessons you have learned through your UCSD Extension program courses and prior experience to make impactful recommendations for the client's business. This directed studies course provides students with an opportunity to meet with a professional US organization and interact with decision makers as part of the techniques that the students will learn for creating their own business insights into a company, market or industry.