

BUSINESS FOUNDATIONS (GRADUATE CERTIFICATE)

- Learners demonstrate the ability to identify and interpret the four basic financial statements, understand their interconnections, and apply fundamental principles used to prepare and analyze financial information.

Description

The Business Foundation Certificate equips current and aspiring professionals with the fundamental knowledge and skills needed to understand and apply core business principles across a wide range of organizational contexts. Learners in this certificate program will study essential areas such as management, accounting, finance, marketing, operations, technology, and economics, gaining a broad overview of the major functional domains of business. The curriculum emphasizes practical application, critical thinking, and strategic decision-making, preparing students to contribute effectively in diverse organizational settings. This certificate provides training that combines analytical skills, leadership development, and cross-functional business understanding. Career opportunities are abundant across industries, as professionals with strong business foundations are in demand for roles in management, project leadership, operations, marketing, financial services, and entrepreneurial ventures.

Requirements

The certificate requires completion of four graduate-level courses (12 credits).

Code	Title	Credits
Required Courses		
Select four courses from the following:		12
ADMN 912	Managing Yourself & Leading Others	
ADMN 919	Accounting/Financial Reporting, Budgeting, and Analysis	
ADMN 926	Leveraging Technology for Competitive Advantage	
ADMN 930	Financial Management/Raising and Investing Money	
ADMN 940	Managing Operations	
ADMN 950	Data Driven Decisions	
ADMN 960	Marketing/Building Customer Value	
ADMN 970	Economics of Competition	
Total Credits		12

Student Learning Outcomes

Program Learning Outcomes

Leadership and Assessment

- Learners demonstrate the ability to critically assess their own leadership style, philosophy, and personal strengths and weaknesses to enhance effectiveness in organizational settings.

Marketing Strategy and Implementation

- Learners demonstrate the ability to develop and execute effective marketing strategies and implementation programs that achieve organizational objectives in competitive environments.

Operations Management Integration

- Learners demonstrate an understanding of the key concepts and issues in managing the operations function and the ability to identify the relationships between operations decisions and other areas of business management.

Financial Analysis