



Undergraduate Certification **BUSINESS MANAGEMENT ESSENTIALS:**

Certification Overview

The Certification in Business Management Essentials is designed for business as well as non-business majors who need a solid business foundation in order to enhance or further their career goals. The program focuses on core business skills such as management processes, marketing, accounting, finance, personnel, and international management issues. This area of study is offered on the undergraduate level only.

Successful completion of the certification awards twelve hours of undergraduate credit. This emphasis may be completed online and in conjunction with the University's seven undergraduate programs.

Courses Required

BUS3305	Management Fundamentals	3 Hours
BUS3310	Competitive Analysis	3 Hours
BUS4113	Accounting & Finance for Managers	3 Hours

Plus the student has the option to complete one of the following courses.

BUS4110	International Business	3 Hours
MGT4174	Personnel Management	3 Hours

