

**Anisfield School of Business**  
**Graduate Certificate in Business Foundations**  
**Proposal: Spring 2023**

**Objective: Graduate Certificate in Business Foundations**

The Anisfield School of Business *Graduate Certificate in Business Foundations* provides students with basic knowledge and competencies in six foundational areas of business: Accounting, Economics, Marketing, Finance, Information Technology, and Business Statistics. These six courses are currently required as prerequisites for non-business undergraduate majors who are enrolled in the ASB MBA Program. Offering them as a stand-alone certificate could attract students who are interested in graduate-level foundational knowledge in business, and the commensurate contribution to their career preparation and resume, but are not seeking a full Master's degree. Of course, it is also possible that some of these students will continue forward into the full MBA program.

Enrollment projection would be largely speculative, as the College currently has no other graduate certificates to which we could compare. However, this certificate would bear no costs to the College; there is no initial need for additional resources—these courses are already offered as part of the MBA program and expected enrollments would likely not require additional sections. If enrollments exceed expectations, adjunct-staffed sections of courses could be added.

Almost all other institutions in the state offer multiple graduate certificates in their business schools/programs.

**Certificate Requirements**

The Graduate Certificate in Business Foundations requires the completion of 12 credits; six required courses, listed and described below. These courses are available to undergraduate students; an undergraduate student can complete eight credits at the undergraduate tuition rate.

Required Courses – 2 credits each (can be taken in any order or combination):

1. ACCT 510: Foundations of Accounting
2. BADM 510: Foundations of Statistics for Business
3. FINC 510: Foundations of Finance
4. INFO 510: Foundations of Information Technology
5. ECON 510: Foundations of Economics
6. MKTG 510: Foundations of Marketing

Course descriptions below.

**FOUNDATIONS OF ACCOUNTING (ACCT 510):** This course introduces students to the basics of financial accounting, which provides financial information about a business. Classifying the data in a meaningful way and summarizing the information in a useful format, called financial statements, is the primary goal in Principles of Financial Accounting. Accounting is the language of business because the financial statements communicate essential information to external users, primarily the investors and creditors. Becoming fluent in the language of accounting is crucial for success in this course and future accounting and finance courses.

**FOUNDATIONS OF STATISTICS FOR BUSINESS (BADM 510):** The course focuses on basic concepts of probability and statistical inference. There is an intuitive approach taken to understand concepts and methodologies. The course will introduce statistical and critical thinking. Specifically, the course will cover descriptive statistics, probability, sampling distributions, interval estimation, hypothesis testing and regression analysis.

**FOUNDATIONS OF FINANCE (FINC 510):** This course introduces students to the basics of financial theory and develops the analytical tools and techniques needed to address issues, which financial and business analysts encounter. The course covers a range of related topics including financial statement analysis, the time value of money, risk and return, and the valuation of stocks and bonds. Students will be responsible for any current financial issues, problems, and significant events discussed in class.

**FOUNDATIONS OF INFORMATION TECHNOLOGY (INFO 510):** The course focuses on why and how information technology should be used to meet organizational goals. Topics include the following: computer hardware and software architecture; organizing data; telecommunications and networks; types of systems and their development; and the role of information technology in business and society. Students will solve selected business problems using commonly used business software.

**FOUNDATIONS OF ECONOMICS (ECON 510):** This course introduces students to the basics of economic theory and develops the analytical tools and techniques needed to address economic issues. The course covers a range of related topics including financial statement analysis, the time value of money, risk and return, and the valuation of stocks and bonds. Students will be responsible

for any current financial issues, problems, and significant events discussed in class.

**FOUNDATIONS OF MARKETING (MKTG 510):** This course introduces students to the basics of marketing, both conceptual and practical. The course offers an overview of fundamental topics such as the marketing mix, consumer behavior, market research, integrated marketing communication, and social media marketing. The topics are explored in both the domestic and international context and with consideration of social responsibility factors.