

# Business Certificate

## Degree Type

Certificate

## Environment

campus

## Program Length

28 weeks

## Overview

The Business undergraduate certificate program's coursework begins with an introduction to the fundamentals of business, management, and marketing. Students will be introduced to methods for collecting and analyzing data to make business decisions and learn about basic business law concepts, including contracts, legal entities, and liability. Students will also learn how to create a simple portfolio website to represent their professional skills and showcase samples of their work.

## Objective

**Certificate's Objective** The goal of the Business undergraduate certificate program is to provide students with foundational knowledge of common business practices. Students will be equipped with basic skills in business management and marketing, as well as an understanding of data analysis and business law. Upon completion of this certificate program, students will be able to showcase the knowledge and skills they gained in a digital portfolio format.

## Month 1

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

## Month 2

Code	Title	Credit Hours
MAN2021	Business Management	4.0

## Month 3

Code	Title	Credit Hours
MKT210	Introduction to Marketing	4.0

## Month 4

Code	Title	Credit Hours
ENTB2714	Data Analysis and Reporting	3.0

## Month 5

Code	Title	Credit Hours
BUL2100	Business Law	4.0

## Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS155	Project I: Personal Branding	2.0

## Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS156	Portfolio I: Personal Branding	1.0
<b>Total Credit Hours</b>		<b>22</b>

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.