

Business Certificate

Degree Type

Certificate

Environment

online

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

Code	Title	Credit Hours
BUS155	Project I: Personal Branding	2.0

Month 7

Code	Title	Credit Hours
BUS156	Portfolio I: Personal Branding	1.0
Total Credit Hours		22