

# **CERTIFICATE IN BUSINESS ADMINISTRATION**

(Graduate Level Program)

*Southern States University*

## **Certificate in Business Administration Program**

Southern States University's Certificate in Business Administration is a one-year program designed to help prepare students for dealing with a world of business and industry that is constantly changing and evolving. With its emphasis on providing a solid academic and theoretical business foundation combined with modern management skills, the program is structured to ensure its students acquire an in-depth understanding of the structure of the global economy, as well as the practical business decision-making skills required to cope with the ever-increasing complexity of business activities in this global economy. A total of seven courses build strong foundation skills in core subject areas and develop analytical, critical, and creative thinking. Elective courses guide students into several functional areas of management affording students the ability to develop skills necessary to take on the many challenges present in this constantly evolving field.

## **Certificate Requirements**

To receive the Certificate in Business Administration from Southern States University, students must successfully complete the four (4) required core courses and three (3) electives for a total of 27 credit hours which is equivalent to 270 contact hours. Students must complete the requirements within a five (5) quarter period.

## **Upon completion of the program, Certificate Graduates will be able to:**

- Apply critical thinking skills in evaluating information so as to make informed, ethical business decisions;
- Explore relevant theories and practical solutions to different problems that continue to confront business managers in various settings;
- Employ knowledge of the various business and management components and constructs, strategic initiatives, and leadership principles currently used in global business environments;
- Have the skills necessary to help advance their career opportunities towards a management level position upon completion of the program.

## CERTIFICATE IN BUSINESS ADMINISTRATION COURSES

**Certificate Core Requirements** 15 Quarter Credits

BU-500	Quantitative Business Fundamentals	3.0 Quarter Credits
BU-502	Applied Business Research and Communication Skills	4.0 Quarter Credits
BU-504	Integrated Marketing Communications	4.0 Quarter Credits
BU-521	Organizational Leadership	4.0 Quarter Credits

**Certificate Elective Courses (Choose 3)** 12 Quarter Credits

BU-501	Financial Accounting	4.0 Quarter Credits
BU-510	Operations Management	4.0 Quarter Credits
BU-517	Business Law	4.0 Quarter Credits
BU-524	Strategic Management	4.0 Quarter Credits
BU-530	Globalization of Business	4.0 Quarter Credits

*Certificate Program Requirements*

	<b>Classes:</b>	<b>Credits:</b>
Certificate Core Classes	4	15
Certificate Electives	3	12
<b>Certificate Total Completion Requirements</b>	<b>7</b>	<b>27</b>

## CERTIFICATE IN BUSINESS ADMINISTRATION COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
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BU-500	Quantitative Business Fundamentals	3.0
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Business management requires a knowledge of quantitative and analytical decision-making methodologies for gathering, organizing, analyzing, and evaluating data and information. This MBA Orientation course is designed to provide students with an introduction to the foundational analytical concepts and quantitative methodologies in the areas of finance, accounting, economics, and statistics. This course is not designed to substitute for the traditional full courses in Accounting, Economics, Finance and Statistics that are part of SSU's MBA program; it covers the analytical frameworks in these disciplines and supplies an appropriate quantitative preparation essential to ensuring that students are "up-to-speed" and prepared for SSU's required MBA program courses. Prerequisite: None

BU-501	Financial Accounting	4.0
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This course provides an introduction to accounting procedures and practices. Students will explore the relationship between business and accounting, and how to analyze business transactions. The course will also explain how the accounting cycle operates and the differences between accrual and cash basis accounting. It will also explain how to determine different methods of inventory and asset valuation, and it will elucidate the importance of earnings and corporate governance.  
Prerequisite: BU-500

BU-502	Applied Business Research and Communication Skills	4.0
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This course provides an introduction to graduate business studies focusing on the applied business research and communication skills necessary to be successful in both an academic Certificate program and the current economic environment and workplace. It covers information literacy, research and research methodologies, oral and written communication skills as well as critical thinking, problem solving and decision-making paradigms. As designed, the course will familiarize students with the tools necessary for the successful presentation of theories and concepts as they apply to real world managerial scenarios including business decision-making.  
Prerequisite: None

BU-504	Integrated Marketing Communications	4.0
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Integrated Marketing Communications will provide an in-depth study of promotional activities, such as advertising, personal selling, sales promotions, and direct marketing, including use of the internet. Emphasis will be placed on strategic planning or promotional activities in order to communicate with customers to achieve marketing objectives. This course will also explore the relationship of integrated marketing communications with other elements of promotional activities. Prerequisite: None

BU-510                      Operations Management                      4.0

Operations Management is the implementation of the business plan by developing and executing a system which transforms inputs into finished goods or services. This course provides an overview of the concepts and quantitative methods by which managers can oversee a firm's operations and develop a competitive advantage through those operations. Topics will include forecasting, project planning, aggregate planning, inventory modeling, scheduling, materials requirements planning, and strategies for location, process, layout, and supply chain management. Prerequisite: None

BU-517                      Business Law                      4.0

This course will provide an overview of the ethical issues and laws that affect business sustainability. Students will also learn the relationship between ethics and laws, and how they have an overall impact on the stakeholders in an organization. Students will analyze various sources, statutes, and regulatory issues that affect domestic and international business operations. Prerequisite: None

BU-521                      Organizational Leadership                      4.0

This course will analyze the impact of leadership on organizational effectiveness. It will attempt to differentiate between a leader and a manager, and how each can be vital to an organization's success. Students will also learn new attributes of successful leaders, including interpersonal skills, attitudes, and behaviors, which can facilitate effective leadership within different types of organizations. Prerequisite: None

BU-524                      Strategic Management                      4.0

In this course, students will develop the ability to identify and frame complex strategic issues in operations, design operating strategies that address those issues, and take effective action to achieve the full potential of the decisions. This course will also explore the economic principles of business strategy, and develop an analytical framework for identifying and evaluating alternative strategies. It focuses on the major managerial issues associated with project management, and the tools and techniques that can be used to address them. Prerequisite: None

BU-530                      Globalization of Business                      4.0

Students will identify and analyze various concepts and frameworks associated with the global business environment, including strategic analysis, growth and opportunity identification, and structure from both a cultural and an organizational perspective. It will also explore international management practices and how they differ based upon the configuration of an organization. Prerequisite: None