

APPLIED BUSINESS CERTIFICATE

29 Semester Credit Hours; Curriculum: 0252

This is a comprehensive certificate that encompasses business skills in the following areas: communications, accounting, mathematics, computer applications, management, marketing and human relations. Graduates will be qualified for entry level positions in businesses.

Code	Title	Hours
Courses for a Certificate		
ACC 153	Principles of Financial Accounting	4
MGT 251	Practicum	3
Select three credit hours from the following (Writing Skills):		3
EGL 101	Composition I	
EGL 111	Introduction to Business and Technical Writing	
Select four credits from the following (Math Skills):		4
MAT 111	Business and Consumer Mathematics	
MAT 131	Elementary Statistics	
or any higher math class		
Select three credit hours from the following (Management):		3
MGT 101	Fundamentals of Supervision	
MGT 121	Principles of Management	
MGT 205	Organizational Behavior	
MGT 232	Diversity, Equity and Inclusion in the Workplace	
Select six credit hours from the following (Communications and Human Relations):		6
MGT 117	Human Relations in the Workplace	
MGT 118	Effective Management Communications	
MGT 210	Business Etiquette	
PSY 101	Introduction to Psychology	
SPE 103	Effective Speech	
SPE 115	Interpersonal Communication Across Cultures	
Select three credit hours from the following (Marketing):		3
MKT 131	Principles of Marketing	
MKT 151	Customer Service	
MKT 161	Principles of Professional Selling	
MKT 230	Consumer Behavior	
MKT 249	Customer Relationship Management	
Select three credit hours from the following (Computer Applications):		3
CIS 103	Computer Software and Concepts	
CAB 130	Presentation Software Using PowerPoint	
CAB 135	Electronic Spreadsheets Using Excel	
CAB 165	Adobe InDesign	
Total Hours		29

Program Learning Outcomes

1. Perform a SWOT analysis.
2. Develop a business plan.
3. Demonstrate professional communication skills appropriate for a business setting.