

Certificate in Business Management I & II

Overview

The certificate programs in Business Management prepare students for entry level positions in the areas of General Administration, Management, Marketing, Accounting.

This certificate defines the role of the manager and emphasizes the application of management functions in effective supervision. The students will be prepared to examine and develop the skills and techniques that may be used in the work environment to improve effectiveness. Topics include an overview of management theories, the major functions associated with process management, decision-making, organizational culture, change management, effective communication strategies, mentoring and motivating employees, conflicts resolution and managing teams. This certificate also provides a foundation in financial accounting and examines the expansion of the field as it relates to the evolution of business' accounting needs.



Program Learning Outcomes

Students who earn the Certificates in Business Management will:

- will apply financial statement ratios to analyze how profit is generated and make determinations on a company's liquidity and solvency.
- examines the application of financial statement documents and the ways in which data can be utilized for the internal and external evaluation of a company's financial position, performance, and prospects.
- Learn and compare non-profit organizations and the implications of restricted funds versus for-profit companies and unrestricted funds.
- Become a culturally proficient leader focusing on understanding the six levels of behaviors, practices, and policies that exist along the cultural continuum and using this understanding to identify cultural proficiency issues that exist within their organization, with an emphasis on under-served cultures.
- understand how and why an information-based economy is dramatically changing businesses and the way products are marketed and sold.
- Know how to use the new tools to their optimal advantage in the Internet and the digital revolution for business success.

Student Learning Outcomes

Upon successful completion of these certificates, students should be able to:

- go deeply into the ideas, introspection and behaviors that allow them to apply their creativity and be more relaxed, productive, and happy as a leader and manager.

- Apply the managerial functions and processes of planning, organizing, leading
- Demonstrate how the management of people and resources accomplishes organizational goals.
- Apply the techniques for improving managerial and supervisory skills and competencies.
- identify the strengths in your personal style in communicating with others, who have different styles.
- understand oneself as a leader and others as individuals and members of working groups and analyze the group process, including group leadership.
- Identify the importance of clear and effective communication and apply learned skills that can help them to avoid the pitfalls of defensive listening and self-conscious thinking to utilize taught techniques that can help them get to the point, organize their thoughts, and present their products and ideas in a way that persuades and connects them with the listener.

Program Structure

This Certificate in Business Management is 18 credit hours. Students must complete the specified courses to earn the Certificate in Business Management. Courses in the Certificate in Business Management may be completed in any order. Course substitutions for certificate programs must be approved by the student's Academic Advisor and the Registrar. All certificate programs include Practicum hours (20) in the institutions associated to RCU before graduation.

Certificate in Business Management I

Course ID	Course Name	Credits
BUS1113 ACC2303	Business Principles & Principles of Managerial Accounting	4
MNG1113 MNG1203	Principles of Management & Communications in Management	4
BUS2123 BUS3303	Principles of Retailing & Customer Relationship management	3
TECH1111 BUS2103	Principles of Marketing & Computer applications.	4
BIB1113	Gospel of John	2

Certificate in Business Management II

Program Structure

This Certificate in Business Management is 18 credit hours. Students must complete the specified courses to earn the Certificate in Business Management. Courses in the Certificate in Business Management may be completed in any order. Course substitutions for certificate programs must be approved by the student's Academic Advisor and the Registrar. All certificate programs include Practicum hours (20) in the institutions associated to RCU before graduation.

Pre-requisite

Certificate in Business Management I, or have been working in Business fields for 3 years or more, and /or have accredited studies connected to business, accounting, or marketing.

MNG2603 MNG3303	Supervision and Information & Project Management	4
BUS3303 BUS2203	Business Conduct & Business - Professional Communication	4
MNG3213 ACC2123	Human Resources Management & Payroll	4
BUS1103	Small Business Management/Entrepreneurship	3
BIB2433	Epistle to the Romans.	3

RCU Academic department reserves right to make changes to the program without further notice.

COURSE DESCRIPTION

BUS1113 Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making

processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

ACC2303 Principles of Managerial Accounting

This course is an introduction to the fundamental concepts of managerial accounting appropriate for all organizations. Students will study information from the entity's accounting system relevant to decisions made by internal managers, as distinguished from information relevant to users who are external to the company. The emphasis is on the identification and assignment of product costs, operational budgeting and planning, cost control, and management decision making. Topics include product costing methodologies, cost behavior, operational and capital budgeting, and performance evaluation.

MNG1113 Principles of Management

This course is a study of concepts, terminology, principles, theories, and issues in the field of management.

MNG1203 Communications in Management

This course includes basic theory and process of communication skills necessary for the management of an organization's workforce.

BUS2123 Principles of Retailing

This course is an introduction to the retailing environment, types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing.

BUS2103 Principles of Marketing

This course is an introduction to the marketing mix functions and process; identification of consumer and organizational needs; explanation of economic, psychological, sociological, environmental, and global issues. A description and analysis of the importance of marketing research is also provided.

BUS3103 Customer Relationship management

Topics in this course address general principles of customer relationship management including skills, knowledge, attitudes, and behaviors.

MNG2603 Supervision

This course is a study of the role of the supervisor. Managerial functions as applied to leadership, counseling, motivation, and human skills are examined.

MNG3213 Human Resources Management

This course covers behavioral and legal approaches to the management of human resources in organizations.

ACC2123 Payroll

This course also covers a study of payroll procedures.

BUS1103 Small Business Management/Entrepreneurship

This is a course on how to start, operate, and grow a small business. Topics include facts about a small business, essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

BUS3303 Business Conduct

This course is a study of the business code of conduct as it relates to management practices, employee relations, and organizational structure. Topics include employee performance, interpersonal relations, teamwork dynamics, resolving organizational problems, and dealing with ethical issues related to business.

BUS2203 Business and Professional Communication

This course is the study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams and technologically mediated formats.

MNG3303 Information and Project Management

This course explores critical path methods for planning and controlling projects. It includes time/cost tradeoffs, resource utilization, stochastic considerations, task determination, time management, scheduling management, status reports, budget management, customer service, professional attitude, and project supervision.