

Certificate: Business and Leadership Skills

Certificate Description:

This certificate is designed to add important basic business and leadership skills to the initial skills gained in a student's introductory certificate, preparing students for front-line supervisory positions requiring more analytical, cross-functional, and leadership abilities. This certificate is developed and granted by BYU-Idaho.

| Course Code | Course Name | 15 Credits |
|--------------------|--|------------|
| BUS 115 or CIT 110 | Business Applications or Introduction to Excel | 3 Credits |
| ACCTG 201 | Financial Accounting | 3 Credits |
| BA 211 | Business Fundamentals | 3 Credits |
| MKT 341 | Marketing Management | 3 Credits |
| BUS 321 | Organizational Leadership | 3 Credits |

Course Descriptions:

BUS 115 (3 credits) – Business Applications

Students will acquire, develop, and apply intermediate spreadsheet-analysis skills in a business context as well as demonstrate basic database use. After individually completing spreadsheet tutorials and assignments, students will then develop and apply their skills in business projects and exams. The projects and exams, which are designed to be realistic and representative of business activities students might encounter in the workplace.

CIT 110 (3 credits) – Introduction to Excel

This course is an introduction to the use of spreadsheets in business. Emphasis is on learning spreadsheet-literacy concepts and a popular spreadsheet application to solve business problems.

ACCTG 201 (3 credits) – Financial Accounting

This course is designed to give students an introduction to financial accounting and reporting concepts, including an overview of the accounting cycle, financial statements, related disclosures, and the ethical responsibility of accountants in business. Students will be expected to demonstrate proficiency in applying technical concepts to selected homework problems. Students will also need to demonstrate writing proficiency in their assignments.

BA 211 (3 credits) – Business Fundamentals

This course provides an overview of the core functions of business, including product development, marketing, operations, human resource management, accounting, finance, and international business. This will be accomplished primarily by managing an online simulated business where students will learn to make fundamental management decisions required to effectively run a \$50 million corporation. This course is designed to provide students exposure to the various career opportunities in business and is also recommended for non-business students interested in gaining an overview of business management, leadership, and small business entrepreneurship.

MKT 341 (3 credits) – Marketing Management

This course is a comprehensive introduction to the principles of marketing. This course will cover marketing essentials, such as consumer research, consumer segmentation, segment targeting and product positioning, new product development and introduction, marketing strategy, branding, marketing communications, pricing, and distribution.

BUS 321 (3 credits) – Organizational Leadership

This course incorporates organizational effectiveness at three levels: individual, group, and organizations. Students will examine these areas: motivation, team, group behavior, organizational design, structure, culture, communication, leadership, decision making, and managing change.

Outcomes:

- Create professional spreadsheets to visualize and solve business problems.
- Measure the financial and ethical performance of a business by analyzing financial statements and related disclosures.
- Manage an online-simulated business, focusing on making data-driven management decisions.
- Learn to lead change within an organization through motivation, organizational design, communication, decision making, and team/group behavior.
- Provide marketing insights and recommendations to management using consumer research, consumer segmentation, segment targeting and product positioning, new product development, marketing strategy, branding, pricing, and distribution.

Potential Employment:

- Supervisory positions within the area of focus of your introductory certificate