

Business & Entrepreneurship, Undergraduate Certificate

Learning Goals

Students who successfully complete the concentration in Business & Entrepreneurship will be able to:

- Build foundational knowledge in a variety of core business areas, including accounting, finance, and marketing;
- Develop technical skills in areas such as statistics in order to interpret and analyze data in professional settings;
- Apply strategic principles to develop creative solutions to complex business problems;
- Understand how to identify new business opportunities, analyze data, pitch, and develop new products;
- Apply ethical considerations to a variety of business cases and issues and develop the skills to become ethical leaders in a variety of professional environments.

Requirements

To earn an undergraduate certificate in Business & Entrepreneurship, students must successfully complete the following 6 courses (18 credits).

Code	Title	Credits
BLHV 2005	Ethical Leadership	3
BLHV 2000	Intro to Business	3
BLHV 2003	Business Statistics	3
BLHV 2006	Principles of Accounting	3
BLHV 2004	Financial Management	3
BLHV 2001	Introduction to Marketing	3
Total Credits		18

Corresponding Credentials and Degree Requirements

Students may complete this certificate as part of the Bachelor of Arts in Liberal Studies degree (to include applying the certificate courses towards the appropriate elective and concentration requirements) as well as using it to explicitly meet the Business & Entrepreneurship concentration requirements.