



Essentials of Business Certificate

Anyone entering the workforce can benefit from having a basic knowledge of business. The Rawls College of Business offers the **Essentials of Business Certificate** designed to teach the fundamentals needed to demonstrate business

knowledge to prospective employers. Current graduate students, or those unable to commit to a degree in business; consider the Rawls certificate program to gain the essentials needed for success.

Choose 12 hours from the courses listed.

Online Certificate Classes



ACCT 5301
Financial & Managerial Accounting
(3 credit hours)

The objectives, structure, and substance of financial reports and management accounting. The use of accounting in the management of an organization.

ISQS 5331
Op. Mgt., Mgt. Science & IT for Managers
(3 credit hours)

Examines information technology in organizations and its use in improving business process and decisions for sustainable competitive advantage.

FIN 5320
Financial Management Concepts
(3 credit hours)

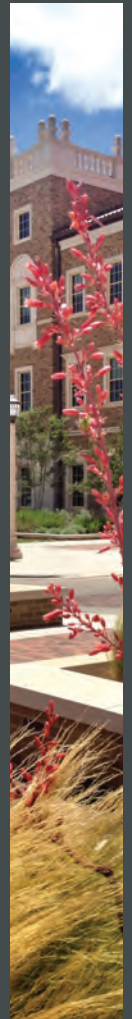
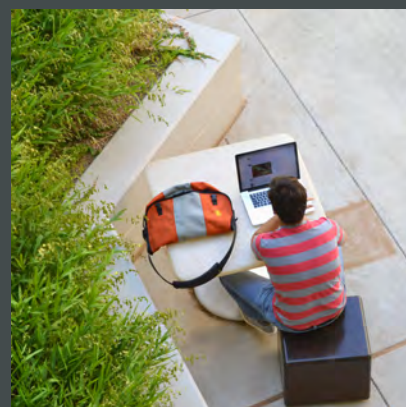
Essential financial management concepts with applications to financial decision making in organizations. Emphasis on cases and computer financial models.

MKT 5360
Marketing Concepts & Strategy
(3 credit hours)

Examine marketing functions, the institutions which perform them, and the study of marketing planning, strategy, and tactics. The course includes the organization, execution, and control of the marketing effort.

MGT 5371
Managing Org. Behavior & Org. Design
(3 credit hours)

Examine management of individual, interpersonal, group and intergroup relations, organizational design, and the organization's role in a rapidly changing environmental and global context.



- May be started within 12 hrs. of completion of undergraduate degree.
- All certificate classes are offered in online format.
- To receive certificate, students must possess a bachelor's degree.

Rawls Graduate Programs
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