



BUSINESS ESSENTIALS ONLINE CERTIFICATE PROGRAM

BOOST YOUR BUSINESS IQ

The Business Essentials online certificate program includes a highly focused curriculum that provides you with a solid understanding of four key business concepts and how you can apply them in the workplace. UVA McIntire's expertise in the case method of teaching gives you the opportunity to analyze real firms and business scenarios, and engage in online discussions with faculty and your peers.

Designed for individuals seeking a cost-effective way to develop their core business competencies, including current undergraduate students or recent graduates, working professionals, entrepreneurs and small business owners, and those considering future graduate-level study in business.



CURRICULUM

FINANCE

- Introduction to corporate finance
- The financial system
- Analyzing financial performance and financial ratio analysis
- Financial mathematics: The time value of money
- The investment decision (how organizations spend money) – decision tools, computing future cash flows, and making decisions
- The financial decision (how organizations raise money) – risk vs. return and capital structure
- The dividend decision (how organizations distribute money)

MARKETING

- What is marketing?
- Marketing mix
- Consumer behavior
- Consumer decision process
- Global marketing
- Marketing research
- New product development
- Product life cycle
- Segmentation, targeting and positioning
- Branding/brand equity/rebranding
- Pricing
- Supply chain management
- Promotions/marketing channels
- Ethics and marketing
- Different types of marketing specializations

MANAGEMENT

- Organizations and the role of the manager
- Organizational design
- Competitive strategy
- Business models
- Competitive environment
- Understanding firm performance
- Decision making
- Competition
- Role of business in society

AT A GLANCE

- **Format:** Asynchronous online delivery with four live webinar sessions
- **Duration:** 11 weeks
- **Time Commitment:** 3 hours per week
- **Program Cost:** \$1,800
- **Session Starts:** January 29, 2023
- **Final Enrollment Date:** February 2, 2023

ACCOUNTING

- Role of accounting within organizations
- Walkthrough of the financial statements – definitions and discussion of key items
- Role of the balance sheet (key assets, liabilities, and component of owners' equity)
- Role of the income statement (overview, revenues, expenses, margins, SG&A, and others)
- Statement of cash flows and working capital
- Case study – tracking resources and measuring performance within organizations
- Using financial information for planning, decision making, and control





EARN A CERTIFICATE IN BUSINESS ESSENTIALS

Is the Business Essentials certificate right for me?

This online certificate program is a flexible and cost-effective way for individuals to develop their core business competencies. The program is designed for non-business majors, working professionals, entrepreneurs or small business owners, or those considering future graduate-level study in business.

What will I learn?

The Business Essentials curriculum will help you gain a solid understanding of four key business concepts: Management, Marketing, Accounting, and Finance. Explore the curriculum overview to learn more.

Who teaches the Business Essentials curriculum?

The Business Essentials online certificate program is taught by the same faculty who teach in McIntire's top-ranked programs as well as an industry expert.

When is the application deadline?

Individuals interested in Spring 2023 enrollment are encouraged to submit their materials prior to the January 29 program start date. Applications will be received and processed on a rolling basis through February 2, 2023.

Will I receive a degree or course credit?

The Business Essentials certificate is a non-degree program and credit is not awarded. A certificate of completion is awarded to individuals who successfully complete all modules and mastery exams.

Is the coursework graded?

Grading is on a pass/fail basis and students must pass four mastery exams, at the end of each module, to earn the certificate of completion.

How is the course content integrated throughout the program?

Each individual module ends with the discussion of a real Fortune 500 firm, so that students learn to view this firm through the lenses of strategy, marketing, accounting, and finance.

How long is the program and when does it start?

Business Essentials is 11-weeks long and starts on January 29, 2023, and ends on April 23, 2023. Orientation takes place during the first week of the program.

What is the weekly time commitment of this program?

On average, students spend three hours per week on the program.

What online learning system does the program use?

The program is delivered through Brightspace, and the live classes are hosted on Zoom. All course materials, including readings and videos, are available via Brightspace and included in the tuition fee.

How much does it cost?

Tuition is \$1,800 and there is no fee to apply. Once admitted to the program, a \$500 enrollment deposit is due to confirm and hold your seat and will be applied to and subtracted from your tuition balance. The balance of tuition is due following the program start and financial aid is not available for this certificate.

Can international students apply?

Yes, international students may apply but all students should plan to attend the live classes which are held in U.S. Eastern Time.

LEARN MORE



CONNECT

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APPLY

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