

# Business Management: Program Outline

## Program Goal

The Business Management Undergraduate Certificate program provides students with the skills to expand existing business management knowledge for a current or future job, or prepare for further education at the undergraduate level.

Program Outcomes	Courses	Evidence of Learning
Understand the Penn Foster distance learning process, the materials used in the program, successful study skills and techniques, individual life goals and steps needed to fulfill them, similarities between personal financial goals and business goals, the basics of setting up a budget, and starting up and maintaining a business	BUS100 Business Orientation	Two multiple-choice lesson exams, three writing project lesson exams, final project
Discuss the various functions of business, including competition, economics, accounting, technology and information systems, marketing, management through the phases of starting and growing a business, and management of financial and human resources, along with the ethical and social responsibilities of business	BUS101 Introduction to Business	Multiple-choice lesson exams, final exam
Discuss both the business environment and the manager's role in decision-making, planning, organizing, leading, controlling, and developing an ethical perspective	BUS110 Principles of Management	Multiple-choice lesson examinations, discussion board assignments, and a final proctored exam
Demonstrate understanding of basic mathematical operations, including percentages, discounts, interest, present worth, sinking funds, installment buying, pricing, depreciation, investments, insurance, use of symbols and their applications, equations and formulas, and the importance of statistics	MAT106 Math for Business and Finance	Multiple-choice lesson exams and a proctored exam
Compose professional documents using word processing, spreadsheet, and presentation software, and	CSC104 Computer Applications	Multiple-choice lesson exams, graded projects, and final graded project

integrate the applications

Explain the principles of financial accounting, including analyzing transactions, completing the accounting cycle, merchandising businesses, inventories, assets, liabilities, stocks, bonds and cash flow	ACC111: Financial Accounting	Multiple-choice lesson exams, project, and final exam
Explain the law of supply and demand, cost of living, monetary systems, international factors, and short run economic fluctuations	BUS121 Economics	Multiple-choice lesson examinations and a proctored exam
Discuss managerial accounting, including budgeting and performance evaluation, decentralized operations, differential analysis, product pricing, capital investment analysis, and cost activities	ACC112 Managerial Accounting	Multiple-choice lesson exams, final exam
Discuss the dynamic interaction of personnel functions with each other and with the objectives of an organization	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
Demonstrate methods of organizing material for a professional setting by composing business memos, emails, outlines, reports, and proposals using the ABC method.	ENG121 Business and Technical Writing	Multiple-choice lesson exams, graded projects
Discuss the legal environment of business, including American court practice and procedure, torts, employment law, international law; environmental law, and contract law	BUS213 Business Law 1	Multiple-choice lesson examinations and a proctored exam

## Program Structure

		CREDITS
BUS100	Business Orientation	1
BUS101	Introduction to Business	3
BUS110	Principles of Management	3
MAT106	Mathematics for Business and Finance	3
CSC104	Computer Applications	3
ACC111	Financial Accounting	3
BUS121	Economics 1 (Macroeconomics)	3
ACC112	Managerial Accounting	3
HRM201	Human Resources Management	3
ENG121	Business and Technical Writing	3
BUS213	Business Law 1	3
<b>Total</b>		<b>31</b>

## Course Descriptions and Objectives

### **BUS100: Business Orientation**

In this course, you'll develop the necessary skills to ensure your success in the program. You'll learn how you can improve your study skills so you're able to use a number of tools that will help you to be successful. You'll also learn about the similarities between personal financial goals and business goals and how to determine personal financial goals. You'll cover setting up a budget and researching, planning, starting up, and maintaining a business.

By the end of this course, you'll be able to do the following:

- Identify skills needed to be a confident and independent online learner
- Analyze the interdependent goals of life and business and the steps needed to achieve them

### **BUS101: Introduction to Business**

This course outlines the elements of business and the challenges businesses face in a global environment, such as competition and economic factors. You'll learn why accounting, technology and information systems, marketing, and management are essential to starting and growing a business. You'll also learn the basics of managing financial and human resources and the ethical and social responsibilities required of a successful manager.

By the end of this course, you'll be able to do the following:

- Identify different elements that distinguish capitalism, socialism, communism, and mixed economies
- Define the role of small business in the free enterprise system
- Assess elements of the global economy, such as labor, capital, trade, and natural resources, and how they influence business
- Analyze the functions of business, such as management, organization, human relations, marketing, financing, and ethics
- Identify the purpose of business policy and strategy

### **BUS110: Principles of Management**

This course familiarizes the student with both the business environment and the manager's role within it. It covers decision making, planning, organizing, leading, and controlling, as well as developing an ethical perspective.

By the end of this course, you'll be able to do the following:

- Summarize the functions of management and the basic steps in various planning processes
- Explain how to make effective decisions as a manager and a leader
- Describe the fundamental elements of an organization's structure and the components of a competitive environment
- Explain principles for setting goals that motivate employees, why companies develop control systems, and why teamwork is beneficial
- Analyze why diversity is a critical organizational and managerial issue, and describe the criteria for technology decisions and managing change

### **MAT106: Math for Business and Finance**

This course will provide the student with a foundation in basic mathematical operations. Topics covered include percentages, discounts, interest, present worth, sinking funds, installment buying, pricing, depreciation, investments, insurance, use of symbols and their applications, equations and formulas, and the importance of statistics.

By the end of this course, you'll be able to do the following:

- Analyze functions of whole numbers, fractions, decimals, and percents
- Show calculations involved in simple interest, compound interest, and time value of money
- Prepare various business math applications involving financial reports, installment buying, and depreciation
- Analyze various financial concepts related to taxes, insurance, financial investments, and basic business statistics

### **CSC104: Computer Applications**

Microsoft® Office allows people to create documents, spreadsheets, presentations, and databases. This course will teach you how to use three popular tools from the Microsoft® Office Suite— Word™, Excel®, and PowerPoint®. In this course, you'll learn how to use Word™ to create and edit text documents, insert figures and tables, and format pages for a variety of uses. You'll then learn how to use Excel® to organize and format data, including charts, formulas, and more complex tables. Next, you'll learn how to use PowerPoint® to create and deliver slide shows. Finally, you'll complete a graded project, which will test the skills acquired in Word™, Excel®, and PowerPoint®.

By the end of this course, you'll be able to do the following:

- Create various Microsoft® Word™ documents
- Produce a thorough Microsoft® Excel® spreadsheet
- Identify the basic skills needed to use Microsoft® PowerPoint®
- Synthesize what you've learned by integrating Word™, Excel®, and PowerPoint®

### **ACC111: Financial Accounting**

This course will provide students with a basic understanding of the principles of Financial Accounting. Topics covered include analyzing transactions, completing the accounting cycle, merchandising businesses, inventories, assets, and liabilities, and corporations, stocks, bonds, and cash flow.

By the end of this course, you'll be able to do the following:

- Solve important accounting principles and concepts by creating four types of financial statements: balance sheet, income statement, statement of retained earnings, and statement of cash flows
- Explain inventory systems, the inventory process, and the role of ethics in accounting
- Explain cash and receivables, assets, current liabilities, and debt
- Analyze stocks and the statement of cash flows and financial statements that are used to assess the value of a business
- Solve accounting problems using knowledge of accounting forms and functions

### **BUS121: Economics 1**

This course will cover the topic of macroeconomics, which is the study of the economy as a whole. It analyzes economywide phenomena, including inflation, unemployment, and trade deficits. Macroeconomic information shows up daily in news articles and broadcasts because its implications are important to the quality of our lives. For instance, why is income high in some countries and very low in others? Why do production and employment expand in some years and contract in others? These questions and many others can be addressed by macroeconomic analysis. Studying macroeconomics can help you better understand how the condition of the overall economy affects us all. You often hear about things like average prices rising at a particular rate (inflation) and the imbalance of trade between the United States and the rest of the world (the trade deficit). This information and several other statistics are compiled and monitored by the economists who study the macro economy.

- Explain economic systems and the economic perspective
- Identify the key factors in macroeconomics and how economists use them to study the economy as a whole
- Explain the macroeconomic models and fiscal policies
- Explain money, banking, and financial policy
- Explain the extending analysis of aggregate supply, current issues in theory and policy, and international economics
- Analyze foreign exchange and investment and the effects each nation's economy has on another nation's economy

### **ACC112: Managerial Accounting**

This course covers transactions, calculations and financial statements, and analysis and interpretation of results. You'll also need to keep your eye on the goal of sound decision-making. Understanding how to apply what you learn in this Managerial Accounting course to everyday business situations can help make you a more effective decision maker.

By the end of this course, you'll be able to do the following:

- Analyze the various concepts related to managerial accounting and cost accounting
- Explain the different tools of management used for the decision-making process
- Identify the various budget analysis processes and the performance measurements for decision-making
- Analyze the various components of capital budgeting, cash flow statements, and ratio analysis
- Solve examples of real-world accounting problems using knowledge of accounting forms and equations

### **HRM201: Human Resource Management**

This course is designed to introduce you to the field of human resource management. Your textbook's learning objectives, found at the outset of each chapter, are meant to introduce you to basic concepts, theories, and perspectives related to effective human resource management. Further, your text includes a wealth of case studies and features that will help you understand practical problems and applications of human resource management principles. If you're seriously thinking about a career in human resource management, you should take advantage of these extra features, even when they aren't assigned.

By the end of this course, you'll be able to do the following:

- Describe the elements of human resource management, including labor considerations, regulation, and

management of workflow

- Explain how companies should prepare for and implement HRM to hire new employees and create training programs
- Summarize how employees are paid, including legal requirements, performance-based pay, commissions, salaries, and benefits
- Describe other HRM functions, including collective bargaining, labor relations, global HRM, and building a high-performance organization
- Explain key aspects of the field of human resource management

### **ENG121: Business and Technical Writing**

In this course, you'll learn about the various methods of organizing material for a professional setting. You'll also compose business documents using the ABC method such as memos, emails, outlines, reports, proposals, descriptions, and organizing materials, and you'll discover how to improve your grammar skills.

By the end of this course, you'll be able to do the following:

- Recognize how to use words correctly and effectively
- Produce a well-constructed interoffice memo, workplace email, and business letter
- Produce a brief business report based on findings obtained using research techniques and methods of documentation
- Produce an informal report that lists findings of an investigation and provides recommendation for issues raised in the findings
- Describe procedures for creating proposals, descriptions, instructions, and manuals for the workplace
- Create a detailed proposal designed to solve an internal human resource issue

### **BUS213: Business Law 1**

This course is an introduction to the legal environment of business. Topics covered include American court practice and procedure, alternative dispute resolutions, employment law, business organization and regulation, contract law, and agency relationships.

By the end of this course, you'll be able to do the following:

- Categorize the various sources of law in the U.S. legal system
- Analyze the formations and characteristics of sole proprietorships, partnerships, and the corporation forms of business entities
- Point out the various constituents of the contract law
- Show the rules of a written contract with the rights and breaching of a contract
- Report the contract laws that govern principal-agent relationships, law of agency, and labor management relationships

**Note:** The titles of your learning materials may be different from those listed on your program outline. There is no need to call your instructor about these differences. While the titles of certain learning materials may differ, the educational content is the same. All learning materials are designed to give you the finest education in your field. If you need instructional assistance, however, be sure to call for help. We reserve the right to revise the program of study and the instructional materials and to substitute for the items of equipment offered.