

Business Management Essentials: Program Outline

Program Goal

The Business Management Essentials Certificate program provides students with new job skills or refines existing business management knowledge to advance in a current position, improve performance in a current business or prepare for further training.

Program Outcomes	Courses	Evidence of Learning
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; 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 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
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

Program Structure

SYP001: Starting Your Program

Lesson 1	Starting Your Program
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BUS101: Introduction to Business

Lesson 2	Business, Ethics, and the Global Marketplace
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Lesson 3	Business Ownership and Entrepreneurship
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Lesson 4	Leading, Managing, and Motivating the Workforce
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Lesson 5	Operations, Marketing, and Information Management
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Lesson 6	Managing Finances, Accounting, Banking, and Securities
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Lesson 7	BUS101 Final Exam
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BUS110: Principles of Management

Lesson 8	Introduction
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Lesson 9	Planning
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Lesson 10	Organizing
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Lesson 11	Leading
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Lesson 12	Controlling
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Textbook	<i>Management: A Real World Approach</i>
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MAT106: Math for Business and Finance

Lesson 13	Basic Operation and Banking
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Lesson 14	Business and Finance Basics 1
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Lesson 15	Business and Finance Basics 2
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Lesson 16	Business and Finance Basics 3
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Textbook	<i>Practical Business Math Procedures</i>
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ENG121: Business and Technical Writing

Lesson 17	Using Words Well
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Lesson 18	Writing Effective Communications
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Lesson 19	Organizing, Researching, and Illustrating Your Material
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Lesson 20	Writing the Report
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Lesson 21	Proposals and Special Projects
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Lesson 22	Business and Technical Writing
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Course Descriptions and Objectives

SYP001: Starting Your Program

Succeed by learning how to use your Penn Foster program.

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

- Understand how to use your Student Portal
- Access the Penn Foster Community and use it to find answers
- Connect with Penn Foster on various social media sites

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:

- 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:

- 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 an organization's 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:

- 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

ENG121: Business and Technical Writing

Learn how to write business and technical documents.

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

- Organize your material logically and systematically
- Use action verbs effectively and construct paragraphs
- Conduct research and document sources

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.