



University Extension  
Professional Studies

# MAKE KNOWLEDGE PRODUCTIVE

## Professional Certificate in Business Management



**If the field of business interests you but you're not sure where to begin, this certificate is just for you.** Do you have an affinity for working with people? Are you data driven and have a knack for numbers? Are you interested in how to communicate a message to consumers? Do you like to take charge and have an eye for detail? Discover what sparks your interest and get a glimpse into the three core areas of business to gain knowledge and help boost your overall marketability in the workplace.

In response to workforce demand, this program was designed to introduce the three fundamental areas of business; Human Resources/Leadership, Marketing, and Finance/Accounting, to allow you to determine the niche that fits you best. Choose the topic within each core area that interests you most to see what drives you. Take your newly acquired knowledge and immediately apply it toward an entry-level position in the workplace to add experience and further develop your skills.

### WHAT YOU'LL LEARN

**Human Resources/Leadership:** Acquire knowledge in the core principles of human resources management and methods for successful leadership in the workplace.

**Marketing:** Master skills and strategies for a global eye in marketing, analyze consumer behavior, and how to implement and manage effective marketing strategies.

**Finance/Accounting:** Discover effective techniques for analyzing financial reports, both domestic and international, and develop practices for successful decision-making.



**TOTAL UNITS**  
12



**TUITION**  
\$2,700



**COMPLETION TIME**  
6 months



**FORMAT**  
In-Person



**CONNECT WITH AN ADVISOR**  
[extension.ucr.edu/advisors](https://extension.ucr.edu/advisors)

# Professional Certificate in Business Management



## BENEFITS OF EARNING A CERTIFICATE

There are several reasons why, Bachelor's degree in hand, you might be considering continuing your studies. An upgraded education section on your resume can open the door to a new career, or, if you're already working, lead to a promotion and a higher salary. While you're working, going back to school is an excellent way to stay current in rapidly changing fields, or, if you've been away from the workforce for a while, to quickly get caught up in the latest trends, concepts, and advances.

While there are as many paths to follow, as there are reasons to follow them when approaching continuing education, there is enormous value in terms of time, financial investment, and personal flexibility while gaining practical training from working professionals in your industry that extends beyond the theory of the classroom and into the real world.

### KEY BENEFITS INCLUDE:

- UC quality curriculum
- Professional endorsements
- Schedule flexibility
- Variety of courses and programs
- Instruction from professional leaders in the industry

## PAY AS YOU GO

<p><b>Pay per individual course as you register.</b></p>	<p><b>COURSE TUITION RANGE</b></p> <p><b>\$450-900</b></p>
--	--

\*Learn more about [tuition assistance](#).

## CAREER INFORMATION

<p><b>IN-DEMAND FIELD</b> Jobs are projected to grow at a rate of 3% over the next 5 years.</p>	<p><b>STRONG EARNING POTENTIAL</b> Median Salary <b>\$116,480</b></p>	
<p><b>VARIETY OF JOBS TO CHOOSE FROM</b></p> <ul style="list-style-type: none"> <li>• Manager</li> <li>• Business Manager</li> <li>• General Manager</li> <li>• Operations Manager</li> <li>• Operations Director</li> </ul>	<p><b>SKILLS FOR SUCCESS</b></p> <ul style="list-style-type: none"> <li>• Critical Thinking</li> <li>• Time Management</li> <li>• Judgment and Decision Making</li> </ul>	<p><b>REALITY CHECK. WHAT YOU WILL DO ON THE JOB.</b></p> <ul style="list-style-type: none"> <li>• Analyze data to inform operational decisions or activities</li> <li>• Analyze financial records to improve efficiency</li> <li>• Direct organizational operations, projects or services</li> <li>• Direct sales, marketing or customer service activities</li> <li>• Prepare staff schedules or work assignments</li> </ul>



# Professional Certificate in Business Management



CONNECT WITH AN ADVISOR  
[extension.ucr.edu/advisors](https://extension.ucr.edu/advisors)

## STUDY PLAN

Our certificate programs are designed to be flexible, allowing you the option to take just a few courses or earn the complete certificate. If choosing to complete the certificate, we recommend you get the most out of your experience by following the suggested completion path below.

Required Courses		
QUARTER		UNITS
1	Essentials of Business Management <a href="#">MGT X496.10</a>	3
2*	HUMAN RESOURCES MANAGEMENT Human Resources Management <a href="#">MGT X452.1</a>	3
	HUMAN RESOURCES MANAGEMENT Strategic Leadership for a Changing World <a href="#">MGT X496.05</a>	3
	HUMAN RESOURCES MANAGEMENT Contemporary Leadership and Intercultural Competence <a href="#">MGT X421.2</a>	2
	MARKETING Marketing Principles and the Marketing Plan <a href="#">MGT X440.10</a>	3
	MARKETING Consumer Market Research <a href="#">MGT X440.02</a>	3
	MARKETING Social Media Marketing <a href="#">MGT X476.25</a>	3
	MARKETING International Marketing <a href="#">MGT X497.10</a>	4
	ACCOUNTING AND FINANCE International Finance <a href="#">MGT X497.09</a>	4
	ACCOUNTING AND FINANCE Financial Reporting <a href="#">MGT X468.1</a>	4
	ACCOUNTING AND FINANCE Principles of Accounting <a href="#">MGT X477.3</a>	4

\*Completion of one course from each of the following areas

## ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with an [Advisor](#) to get started. [extension.ucr.edu/advisors](https://extension.ucr.edu/advisors)

