

# BUSINESS ADMINISTRATION

## Professional Certificate Program

UC SANTA CRUZ SILICON VALLEY CAMPUS  
**UCSC** Silicon Valley  
Extension

in partnership with  Higher Education

Modeled after the nation's leading business schools, our Certificate Program in Business Administration provides Silicon Valley's most comprehensive and complete course work, and it qualifies for credit toward leading M.B.A. programs throughout the Bay Area. The program draws from state-of-the-art courses across UCSC Extension's Business and Management curriculum, including business law, statistics, finance, accounting, economics, management, and marketing.

## Curriculum

### Certificate & OPT | 3 Quarters | 28 Units - No Winter Start Date

#### Finance I, Fundamentals | 3 Units

This course addresses financial management, including fundamental principles, planning and evaluation, and appropriate financial tools. Through lecture, readings, group discussion, and a group project, this course covers the concepts and tools of the financial marketplace. This course is designed for managers and team members from corporations, nonprofit organizations, municipalities, and those self-employed who are increasingly required to address the organization's goals for financial planning, working capital, capital budgeting and return on investment for goal alignment with corporate planning to meet stockholder goal of wealth maximization.

#### Management and Organization Principles | 2 Units

How can working professionals and managers improve their management effectiveness and, ultimately, their organization's performance? This course introduces valuable management tools, processes and techniques practiced by successful businesses. Through group discussions and individual and team exercises, this interactive approach enables participants to comprehend how managers orchestrate resources to successfully achieve the organization's mission. Within the framework of the essential management and organizational functions--strategy, structure, and behavior--topics include performance planning management and objective setting; communication and teamwork; systematic decision making, staffing, motivation and leadership; and organizational structure and control.

#### Microeconomics, Introduction | 4 Units

This course is an introduction to basic economics, analysis of prices and markets, consumer behavior, the theory of production and costs, pricing and employment, the factors of production, international trade issues, public policy and current domestic microeconomics problems.

#### Introduction to Accounting: Managerial Accounting | 4 Units

This course covers managerial accounting and how to evaluate cost-accounting data in order to help management do its job effectively in the areas of planning, control, motivation, communication, evaluation of performance and decision-making. Accordingly, topics include traditional and activitybased costing, standard costing, relevant costing, variable costing, cost-volume-profit analysis, shortand long-term budgeting, lternative decisions, performance measurement, responsibility accounting and transfer-pricing.

#### Principles of Marketing | 2 Units

This course emphasizes the role of marketing in shaping and developing new ideas; the factors that affect pricing; channels through which products and services are distributed; elements of wholesaling and retailing; and the strategies, mechanisms and techniques behind advertising, direct sales and other forms of promotion. You'll also explore the impacts of changing lifestyles and international market forces on American buying patterns, consumer and organizational buying behaviors, and methods and resources for researching and segmenting markets.

#### Business Law and Its Environment | 3 Units

This course reviews the American legal process, commercial law and its development, and organizational structures, all in the context of the managerial challenges in today's highly litigious environment. Topics include contracts; negligence; product liability; constitutional law as it applies to business; federal and state civil procedure; torts; business entities, including LLCs; Uniform Commercial Code; realproperty concepts; creditor, debtor and bankruptcy issues; employment discrimination and sexual harassment; law of agency; and criminal law

#### Intro to Accounting: Financial Accounting | 4 Units

This course covers the fundamentals of financial accounting as well as the identification, measurement and reporting of the financial impacts of economic events on enterprises. Through lectures, readings and class exercises, the following topics are addressed: accrual account concepts; transaction analysis, recording and processing (journals and ledgers); preparation, understanding and analysis of financial statements (income tatement, balance sheet and cash-flow statement); accounting for sales and cost of sales; inventory valuation; depreciation of operational assets; accounting for investments; and accounting for liabilities and present value concepts.



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### *Curriculum continued*

#### **Organizational Development and Change | 2 Units**

Designed for those charged with bringing about change, this course is valuable for managers, human resource professionals, internal or external consultants, as well as those interested in pursuing a career in this field. The experiential course is delivered in a participative workshop style, which includes group work outside of class. You'll learn about the 21st century organization; organizational structure, design, culture, systems and rewards; management and leadership; and diagnostic models and systematic change intervention. The course defines the nature of change and the role of the OD practitioner.

#### **Macroeconomics | 4 Units**

This course introduces basic concepts and tools used in macroeconomic analysis. You'll learn about the theory, measurement, and determination of national income; business cycles; the multiplier; fiscal policy, budget deficits and the national debt; aggregate supply and aggregate demand; money, banking and monetary policy; international trade, exchange rates and the balance of payments accounts; and stabilization policy for unemployment and inflation.

#### **Internships (unpaid) | 3 Units Minimum 90 Hours Per Quarter**

Enrolling in a certificate program allows you to participate in multiple unpaid internships at local companies in your field of study. Internships are available across a variety of sectors, generally at mid-sized companies, such as Agylytyx, Crowdera Inc, Innouest, and YMedia Labs. Good internships are much sought after and highly competitive. To stand the best chance of securing your preferred placement, our Internship Coordinators are on hand with expert support and guidance.