

**UCI** Division of  
Continuing Education

Business  
Administration  
**CERTIFICATE PROGRAM**

**University of California, Irvine**





# Program Overview



This series of courses will provide you with a solid foundation in basic business management and ensure your exposure to those elements essential to success as a manager in the public or private sector. Employers highly value the knowledge and skills you'll obtain in the areas of finance, human resources, marketing, leadership, management, communication, and business analysis.

You'll leave this program with the necessary tools to competently and confidently face the demands and challenges of today's business environment.

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## PROGRAM BENEFITS

- Develop or refine management and leadership skills to enhance current job performance, increase opportunities for advancement and gain greater career flexibility.
- Understand basic financial theories and practices for improved bottom line management.
- Obtain an understanding of the various aspects of marketing.
- Learn techniques for basic business analysis and strategic planning.
- Explore the fundamentals of human resources management including recruitment, interviewing, appraisal, organizational analysis and workforce diversity.
- Network with peers and other industry professionals.
- Gain an understanding of the Business Process Optimization framework and business improvement methodologies.

## WHO SHOULD ATTEND

Newly appointed or prospective managers from sales, marketing, purchasing, finance and human resources in either public or private industry will develop the tools necessary to confidently face the demands and challenges of today's business environment. Special prep courses lay the groundwork for those who plan to pursue an M.B.A.

## CERTIFICATE REQUIREMENTS

A certificate is awarded upon completion of six required courses totaling 12.5 units (or 125 hours of instruction) each with a letter grade of "C" or better. To become an official candidate in the program, students pursuing the certificate must submit a Declaration of Candidacy. Students are encouraged to declare candidacy as soon as possible, but no later than after the third course in the program. To receive the certificate after completing all program requirements, students must submit a Request for Certificate. All requirements must be completed within five (5) years after the student enrolls in his/her first course.

Students not pursuing a certificate are welcome to take as many individual courses as they wish.

## ON-SITE TRAINING

Bring this program to your workplace. Through Corporate Training, we can deliver this program or customize one that fits your company's specific needs. Visit [ce.uci.edu/corporate](http://ce.uci.edu/corporate) or call (949) 824-1847 for information.

## FREE WEBINARS

Free webinars are offered several times a year and are packed with information about the Business Administration program, courses being offered in upcoming quarters, and industry tips and trends. Visit [ce.uci.edu/events](http://ce.uci.edu/events) to view the webinar schedule, enroll in an upcoming free event or view previous webinar recordings.

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**FOR CLASS SCHEDULE,  
VISIT [CE.UCI.EDU/BUSADMIN](http://CE.UCI.EDU/BUSADMIN)**

# Required Courses



## **Essentials of Management & Leadership**

MGMT X490.14 (3 units)

Do you have what it takes to be an effective manager and leader? Are you prepared to advance in today's volatile, uncertain, complex and ambiguous business environment? Do you want better results getting things done through people? This course will help you build management and leadership capabilities through a study of behavioral theories, examination of business acumen and strategy and the use of a framework to decode the roles of the manager. Throughout the course, you will gain experience with the professional and personal skills needed to inspire action and demonstrate managerial and leadership effectiveness.

## **Fundamentals of Digital Marketing and Media for Business and Administrators**

MGMT X488 (2 units)

Learning how to connect with prospective customers in today's digital environment can be a task. The digital marketing environment is constantly evolving. Learn the fundamentals of digital marketing, and learn how to develop, implement and manage a successful digital marketing strategy that will increase visibility of your brand or company as a business professional.

## **Finance for Business and Administrators**

MGMT X434.10 (1.5 units)

Influence financial decisions and learn how to affect the performance of your unit's profitability and of your organization. In this course, gain a better understanding of finance and accounting concepts to drive your organization's growth. Upon completion of this course, you will have improved general financial knowledge and an in-depth understanding of the impact of your decisions outside your functional area. Content of the course covers selected aspects of finance from a non-financial specialist perspective. Specific topics include; financial analysis, planning, forecasting, and budgeting, cash flow and strategic financing. This class will be interactive and will require the active involvement of the participants in finance related activities.

## **Communication in a Diverse and Changing Workplace**

MGMT X487 (2 units)

In today's fast-paced business environment, employees at all levels find themselves being asked to handle more tasks, meet more deadlines, take on more responsibilities and adapt to more change. Added to these challenges is the constantly shifting diversity of the workplace, where coworkers cope with generational, gender, age and cultural differences. Communication, both verbal and nonverbal, is at the foundation of everything we do and say, and is especially important in the modern workplace. The good news is that communication is a learned skill further enhanced with the right training. The focus of this course is to heighten students' awareness of workplace communication and add new interpersonal skills resulting in becoming a more proficient communicator overall.

## **Introduction to Business Process Optimization**

MGMT X410.5 (1.5 units)

This course provides participants with an understanding of the components of the Business Process Optimization framework and an awareness of the methodologies, tools and models that serve as its core elements. Participants learn about business process architectures, process maturity models, business improvement standards such as ISO 9001 and ISO 14001 and business improvement methodologies such as Lean and Six Sigma. Participants discuss the key steps involved in building a BPO framework that satisfies the needs of their organization.

## **Modern Business Writing**

MGMT X446.4 (2.5 units)

Effective writing is a powerful tool in the business environment. Learn how to articulate your thoughts in a clear and concise manner to ensure your readers understand your ideas. Improve your business writing skill by learning to select and use appropriate formats for your audience, use the correct medium and adjust your writing style accordingly. In addition, learn to identify your objective and communicate it clearly. Discover how to spot, correct and avoid the most common writing pitfalls. Gain valuable experience analyzing, writing and revising a wide spectrum of business documents. From a simple interoffice memo to a twenty-page business proposal, learn how to put good business writing to work for you.





# Business Administration

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**FOR MORE INFORMATION:**

Kassandra Ceja Beltran  
(949) 824-5054  
[cejak@uci.edu](mailto:cejak@uci.edu)