

Certificate in Business Administration

This program is designed to help professionals develop expertise and competency in the critical functions of business – “blocking and tackling” that is so necessary for personal success in business. The certificate’s program of study develops skills in management, marketing, communications, business accounting, finance, business policy, and business strategy. Through the use of case studies, exercises, and projects, the program emphasizes professional development and skill building in planning, forecasting, decision making and implementation. This certificate is an open enrollment program. Participants can choose to enroll in the entire program or take individual courses. To earn the certificate all courses must be completed within two years.

Core Competencies:

- Analyze the management process, specifically getting work done through people in organizations.
- Identify and learn how to make major marketing decisions to satisfy target customer needs.
- Communicate effectively in organizations, including written and oral presentation skills.
- Interpret financial statements and compute key financial ratios from financial statements.
- Make financial decisions based on time value of money, investment options, and capital structure.
- Analyze business problems to better formulate operational, tactical, and strategic plans.

Academic Advisor

Douglas McCabe, Ph.D.

Dr. Douglas M. McCabe is Professor of Labor Relations, Human Resource Management, and Organizational Behavior at Georgetown University’s McDonough School of Business. He is the author of more than 200 articles, papers, monographs, and speeches presented at professional and scholarly meetings in the field of employee relations. He is also an active domestic and international consultant.

Considered by the media to be an expert in his field, Dr. McCabe has appeared more than 200 times on international, national, and local television and radio as the networks have sought his views on critical issues in employee relations.

Dr. McCabe is a premier executive education professor. He has conducted more than 250 management development programs on the area of employee relations. Also, he is a member of the American Arbitration Associate. He holds a Ph.D. from Cornell University and is a member of Phi Beta Kappa.

Furthermore, Dr. McCabe is twice the Recipient of the Joseph F. LeMoine Award for Undergraduate and Graduate Teaching Excellence. He is also Associate Editor for International Management of the *Journal of Business Ethics* and he serves on 23 Editorial Boards of scholarly and professional journals.

Prerequisites

A bachelor’s degree and TOEFL examination for non-native speakers of English.

Certificate Requirements

To earn the Certificate in Business Administration, students must complete the six required courses. Students have two years to complete the certificate requirements. Upon completion of the program students receive a Certificate in Business Administration from Georgetown University.

Continuing Education Units (CEUs)

A minimum of 10.8 CEUs or 108 contact hours must be earned to obtain the Certificate in Business Administration.

Registration

Please register online at ccpe.georgetown.edu.

Once there go to Programs – Business Administration. You may choose to register for all courses at once or register for a single course.

If you have any questions please contact (202) 687-7000 or email us at ccpebusiness@georgetown.edu

Required

Communication in Organizations	(18hrs)	January 21, 23 & 28, 30
Business Financial Management	(18hrs)	February 12, 13 & 19, 20
Business Accounting	(18hrs)	February 22 & March 1, 8, 15, 22, 29
Principles of Marketing	(18hrs)	March 19, 20 & 26, 27
Principles of Management	(18hrs)	April 9, 10 & 16, 17
Business Policy	(18hrs)	June 11, 12 & 18, 19

Communication in Organizations

This course explores communication networks, behaviors, climate and barriers in organizations. It also examines the manager's role in and responsibilities for communication. Specific exercises focus on skill development in written and oral communication.

Business Financial Management

This course is a survey of financial management topics in the corporate setting.

The four broad areas to be covered are:

- Time value of money
- Investing
- Long-term investment decisions
- Long-term financing decisions

The objective will be to introduce the principles of financial decision-making and the basic tools of financial management.

Business Accounting

This introductory course covers the basic concepts of financial accounting. Special emphasis is placed on the interpretation of financial statements and the computation of basic cost and financial relationships for external reporting management purposes.

Principles of Marketing

The purpose of this course is to look at marketing as a broad concept, beyond the usual functions of selling and advertising. While the course will be comprehensive, the super ordinate goals will be to emphasize issues pertinent to marketing in the government and in services marketing. All concepts will be accompanied by example situations in which companies, organizations, and the government have, or could have, applied marketing to solve their problems.

Principles of Management

The emphasis of the course will be on the skills and knowledge needed to successfully manage an organization. This course is especially useful for those newly promoted to supervisory and managerial positions within the private, public, or federal sector.

Business Policy

This course is a "capstone" seminar in general management. It integrates the knowledge, theories, skills, and techniques derived from the previous courses in this curriculum. Analysis and diagnosis of business problems are applied in order to formulate strategies, tactics, plans, and policies for the improvement of organizational performance. Accomplished through practice in rational and responsible decision-making processes, the course develops a well-defined approach to solving the technical, economic, and human problems of management.