



GEORGETOWN UNIVERSITY

CERTIFICATE IN BUSINESS ADMINISTRATION

This program is designed to help professionals develop expertise and competency in the critical functions of business---the "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. Students who enroll in individual courses can earn the certificate by completing all required courses within two years.

OBJECTIVES:

- 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

COURSES & DATES:

Principles of Management (18hrs)
September 11, 12, 18, 19

Principles of Marketing (18hrs)
November 6, 7, 13, 14

Communications in Organizations (18hrs)
September 24, 26; October 8, 10

Business Financial Management (18hrs)
December 4, 5, 11, 12

Business Accounting (18hrs)
October 5, 19, 26; November 2, 9, 16

Business Policy and Strategic Management (18hrs)
January 15, 16, 22, 23

PREREQUISITES: A bachelor's degree and TOEFL examination for non-native speakers of English.

CERTIFICATE REQUIREMENTS: Successful completion of all six courses is required to receive a Certificate in Business Administration. Students must complete the courses within a two-year time period. Upon completion of the program, students receive a Certificate in Business Administration from Georgetown University.

CONTINUING EDUCATION UNITS: Each course is 18 contact hours or 1.8 CEUs. The certificate program comprises 108 contact hours or 10.8 CEUs.

LOCATION: Most courses take place on the main campus of Georgetown University. Some courses take place at the Georgetown University – Clarendon Campus in Arlington, VA across from the Clarendon Metro Station.

TUITION: Each course is \$850.00. The total tuition fee for the certificate program is \$5,100.00. Tuition is paid per course.

FACULTY: Douglas McCabe; Ilkka Ronkainen; Sharon Welsh; James Baisey; James Angel

REGISTRATION: Please visit ccpe.georgetown.edu for course descriptions, faculty bios, and online registration. You may also call 202-687-7000 to speak with a program advisor.