

GRADUATE SCHOOL

352 Lafayette Street, Salem, MA 01970-5353

978.542.6323

www.salemstate.edu/graduate

email: graduate@salemstate.edu

Graduate Certificate in Business

Program Objectives:

This program is offered for academic credit and is an excellent introduction to business for all non-business majors. A Graduate Certificate in Business is offered at the completion of all six courses. If the students decide to pursue the MBA, these credits may be applied towards the MBA program, if all other conditions are fulfilled.

Admission Requirements:

- Completed application form and application fee
- Official transcript of undergraduate and any graduate degree
- Three completed Reference for Graduate Admission forms. These forms may be accompanied with a letter if needed.
- Statement of Purpose
- TOEFL score (if required)

Program Requirements:

Pre-Competency:

- MIS 701 Computers in Business Management 3 credits

Course Requirements:

- ACC 720 Financial Accounting for Managers 3 credits
- ECO 710 Economics for Managers 3 credits
- FIN 720 Foundations of Finance 3 credits
- MGT 780 Management Theory and Applications 3 credits
- MKT 720 Fundamentals of Marketing 3 credits
- ODS 710 Quantitative Analysis 3 credits

Course Descriptions

MIS 701 Computers in Business Management

3 credits

An analysis of data processing functions and systems in business, as well as history, terminology, technology, and economics of data processing hardware and software. The course treats management issues in the design, selection, evaluation, and use of computers and computer services. It also familiarizes the student with elementary programming through the solution of simple business-oriented exercises.

ACC 720 Financial Accounting for Managers

3 credits

Examines financial reporting as managerial communication about financial condition and performance to external users and as the basis for decision making by creditors and investors. Includes discussion of financial implication of reporting alternatives, the role of the external auditor, and risk management through internal controls.

ECO 710 Economics for Managers

3 credits

This course applies microeconomic and macroeconomic analysis to business decision-making. Emphasis will be on current applications microeconomic theories of supply, demand, market structure, production, pricing, and game theory will be applied to strategic decisions facing the individual units in the economy. Macroeconomic analysis will focus on gdp growth, inflation, unemployment, trade, monetary policy and fiscal policy in the context of the national and global economic environments within which industries and business operate.

FIN 720 Foundations of Finance**3 credits**

This course introduces theory and application of concepts related to corporate financial management decisions. Topics include agency relationship, financial statement analysis, risk-return relationship, time value of money, asset valuation models, capital budgeting techniques, cost of capital, and financial ethics. *Prerequisite/Co-requisite: Financial Accounting for Managers (ACC720).*

MGT 780 Management Theory and Application**3 credits**

This course examines the major concepts and findings of the behavioral sciences which have particular relevance to management. Topics include communication, motivation, and small group processes. The course also provides an opportunity to learn and practice management skills within a postmodern framework that embraces the notion of corporate social responsibility.

MKT 720 Fundamentals of Marketing**3 credits**

This course introduces the student to the marketing function of organizations, including product/service, pricing, distribution, and communications strategies. Topics include customer/client analysis, market research, the role of marketing in society, and global marketing concepts, for both profit and nonprofit organizations. Course format: lectures, readings, and case studies.

ODS 710 Quantitative Analysis**3 credits**

This course focuses on the process of statistical inference whereby the analyst is able to draw conclusions about the parameters of a data set on the basis of statistics derived from samples. Topics include: data organization, graphing and descriptive measures, estimation techniques, hypothesis testing and regression analysis; as applied to the decision making process in business. *Prerequisite: MIS701*
