



**PROFESSIONAL
CERTIFICATE**

HERITAGE BUSINESS MANAGEMENT

*ASSESS.
MANAGE.
PRESERVE.
PROTECT.*

Discover methods and best practices for business and marketing your work, selling your products or services, and more.

- Learn critical business skills tailored to the heritage industry professional
- Understand finance and accounting basics for the heritage professional, such as project life cycles, tax planning, and capital management
- Gain key strategies for marketing, selling, and contracting your work
- Discover methods and problem-solving for operational efficiency
- Understand legal and business topics as they relate to people, including leadership, cultural diversity, compensation and benefits, and more

Advance your career. Enroll now.

extension.ucr.edu/heritage

UCR | Extension
Online Campus

PROFESSIONAL
CERTIFICATE IN

HERITAGE BUSINESS MANAGEMENT

ONLINE PROGRAM

“For career success in the heritage industry, it is no longer sufficient to have training only in your discipline. This professional certificate is the only online program providing heritage-tailored business training. The program is designed for archaeologists, historic preservationists, architects, museum scientists, tour operators, and others who work as the stewards and ambassadors of cultural heritage worldwide.”

—Christopher D. Dore, Ph.D.
Heritage Business International



Extension
Online Campus

ADD BUSINESS CLOUT TO YOUR EXPERTISE

More heritage companies and organizations are expecting their heritage professionals to know the essentials of business management. Give your technical, scientific, or postgraduate career a boost: Learn the business aspects behind heritage organizations, and use that knowledge to justify your proposals, ideas, potential for advancement, and more.

Establish your foundation with business management basics, including an introduction to, and contextual history of, the heritage industry and how it has changed over the past half-century. Then, understand how these organizations function from that business history. Grasp essential financial principles like accounting and consumption and management of capital. Apply your understanding to the marketing and sales aspects of heritage organizations and to determine how to contract with valuable clients. Learn how these types of organizations design their operational flow for efficiency. Then, understand how the common asset between all people factor in, from corporate governance to emotional intelligence to leadership and recruitment. With this broad foundation of heritage business management, your repertoire of skills and experience are reinforced with a business advantage to demonstrate the value and opportunity in your research, ideas, and plans moving forward.

WHAT YOU'LL LEARN

- Business management from a heritage-industry perspective
- Basics of finance and accounting, including project life cycles, tax planning, and capital management
- Examination of case studies for financial management and planning
- The role of marketing, sales, and contracting in relation to heritage organizations
- Analysis and application of operational strategies for maintenance and improvement of production flow
- Business and legal topics in various people-related aspects, such as cultural diversity, risk management, and workplace planning

WHO CAN BENEFIT

This program is designed for current and aspiring professionals in Heritage Business Management. This includes professionals in various heritage fields looking for career advancement with business training, as well as graduate students looking to create more management potential in their career futures with business training.

PREREQUISITES

Prior to enrolling, please ensure that you meet the following minimum requirements: 1) A bachelor's degree in a heritage-related field, 2) Students with a bachelor's degree from a non-heritage field can be admitted if they currently work within the heritage industry, 3) A knowledge of English, as course materials and assignment will be delivered in English. Also, Business Management for Heritage Professionals must be completed prior to starting any of the other courses in this program.

ADMISSION

Take individual courses or fulfill all of the requirements to earn your UCR Extension certificate. Whichever you choose, you will gain the personal power that comes through learning new skills. Be assured that you are receiving education that is backed by the UC tradition of excellence.

HOW TO EARN THIS CERTIFICATE

Individuals must complete a total of 15 quarter units, with a grade of C or better.

BUSINESS MANAGEMENT FOR HERITAGE PROFESSIONALS 3 UNITS

ACCOUNTING AND FINANCE FOR HERITAGE PROFESSIONALS 3 UNITS

HERITAGE MARKETING, SALES, AND CONTRACTING 3 UNITS

HERITAGE BUSINESS OPERATION MANAGEMENT 3 UNITS

PEOPLING HERITAGE ORGANIZATIONS 3 UNITS

- This program can typically be completed within 12 months.

PROGRAM INFORMATION

Prices, requirements and courses are subject to change. For the most up-to-date information:

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Email: prodev@ucx.ucr.edu

Website: extension.ucr.edu/heritage

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