

**PROFESSIONAL
CERTIFICATE**

BUSINESS MANAGEMENT

*CHOOSE
YOUR ROLE*

Discover what sparks your interest, and get a glimpse into the key areas of business to gain knowledge and boost your overall marketability.

- Acquire knowledge in the core principles of HR Management and methods for successful leadership
- Develop skills and strategies for a global eye in marketing, and how to implement effective marketing strategies
- Discover effective techniques for analyzing financial reports, and develop practices for successful decision-making

Make your mark. Enroll now.
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UCR | Extension
Professional Studies

PROFESSIONAL CERTIFICATE IN **BUSINESS MANAGEMENT**

“My experience at UCR Extension was great. The instructors I had worked in industry, not just academics, and were able to share “real-world” scenarios for the assignments. I took “real-time” experiences back to the office, and implemented the new knowledge immediately.”

— Tracy Trettin
Administrative Operations
Manager
UCR School of Medicine

WHAT'S YOUR ROLE IN BUSINESS?

If the field of business interests you but you're not sure where to begin, this certificate is just for you. Do you have an affinity for working with people? Are you data driven and have a knack for numbers? Are you interested in how to communicate a message to consumers? Do you like to take charge and have an eye for detail? Discover what sparks your interest and get a glimpse into the three core areas of business to gain knowledge and help boost your overall marketability in the workplace.

In response to workforce demand, this program was designed to provide an introduction to the three fundamental areas of business; Human Resources/Leadership, Marketing, and Finance/Accounting, to allow you to determine the niche that fits you best. Choose the topic within each core area that interests you most to see what drives you. Take your newly acquired knowledge and immediately apply it toward an entry-level position in the workplace to add experience and further develop your skills.

WHAT YOU'LL LEARN

- **Human Resources/Leadership**
Acquire knowledge in the core principles of human resources management and learn methods for successful leadership in the workplace.
- **Marketing**
Understand the role marketing plays in an organization and some essential skills and strategies to help accomplish a task.
- **Finance/Accounting**
Discover why smart financial decisions are crucial to any business operation.

WHO CAN BENEFIT

This program is designed for individuals interested in pursuing entry-level positions in one of the functional areas of business (Human Resources Management/Leadership, Marketing Management, Accounting/Finance Management, or in a particular business industry).

PREREQUISITE

High school diploma or equivalent.

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 12 quarter units, including at least one course from each of the core functional areas of management: Human Resources/Leadership, Marketing, and Accounting/Finance.

ESSENTIALS OF BUSINESS MANAGEMENT
3 UNITS

HUMAN RESOURCES MANAGEMENT/LEADERSHIP
(SEE WEBSITE FOR COURSES)

MARKETING
(SEE WEBSITE FOR COURSES)

ACCOUNTING/FINANCE
(SEE WEBSITE FOR COURSES)

- This program can typically be completed within 6 months.

PROGRAM INFORMATION

Prices, requirements and courses are subject to change. For the most up-to-date information:
Phone: (951) 827-4105
Email: prodev@ucx.ucr.edu
Website: extension.ucr.edu