

# 2022-2023 Certificate in Business Foundations Course Descriptions

## **MKTG 4100: Marketing Concepts**

Instructor: Yashar Atefi

**Fall 2022**

**MW 12-1:50p**

### **COURSE DESCRIPTION:**

This is a newly developed, hands-on course that is part of the Master of Science in Management degree in the Department of Management. It uses a fresh integrated approach to applying the fundamentals of marketing to complex and evolving scenarios. This course also helps graduate students learn skills in a safe environment and leverage their experience and knowledge to investigate business situations and opportunities in a thoughtful and sophisticated manner. This course develops a student's ability to make sound business planning decisions using marketing theories and tools.

### **5 SIGNIFICANT LEARNING IMPACTS:**

A year (or more) after this course is done, I hope that you will have a:

1. Heightened Curiosity – from self-awareness, insight, and enjoyment. "I want to know more."
2. Rising Confidence – from tools, effort & creativity. "I can do that, let me roll up my sleeves."
3. Growing Comfort – from managing ambiguity, stress, and ethical challenges. "It'll be alright; we can figure this out."
4. Heightened Ability to Solve Problems – from rigorous inquiry and imagination. "I have a fresh idea, what if...?"
5. Remember why I said, "Marketing is the Center of the Universe".

### **LEARNING OUTCOMES:**

After successfully completing this course, students will be able to:

1. define marketing by unpacking elements which are sometimes hidden or not obvious.
2. analyze the internal and external environments in which a firm operates for a purpose.
3. reflect on opportunities to learn and become self-aware.
4. identify the influences on and steps involved in the consumer decision process.
5. segment a market, select and target an appropriate market, and position a product.
6. use creativity and imagination to develop new ways of thinking and problem solving.
7. use secondary research to scan the environment, gain knowledge of a specific industry, and refine the marketing mix factors for your business idea.
8. identify and explain how customer value is developed and maintained for a specific purpose.
9. analyze segmentation data and develop coherent segmentation strategy.
10. synthesize and evaluate marketing data to solve problems and make business decisions.
11. practice and exhibit professionalism always with classmates and professor.
12. demonstrate your overall knowledge, understanding, and skills by:
  - preparing for class in a thoughtful manner (including all readings)
  - participating fully in class discussions and workshops
  - completing quizzes with competence; and
  - completing written assignments as required

Revised May 25, 2022

# 2022-2023 Certificate in Business Foundations Course Descriptions

## **INFO 4401: Business Analytics Fundamentals**

Instructor: Tamara Hannaway

**Fall 2022**

**TR 10-11:50a**

### **COURSE DESCRIPTION:**

Business Analytics is a broad term that describes the process of using data to make business decisions. Data driven business decisions are both critical in modern business and hard to produce with reliable outcomes. This course introduces students to decision-making using probability and other statistical techniques to support and validate the chosen decision. Students will practice hands on business analytics skills for making data driven business decisions.

### **LEARNING OUTCOMES:**

At the end of the course, students will be proficient in the use, implementation, and application of the following statistical techniques and analytic modeling methodologies:

1. Use basic probability and statistics to make reliable business decisions.
2. Utilize sampling and statistical inference to help determine support for business decisions.
3. Use statistical modeling techniques to predict and explain relationships that affect business decisions.
4. Illustrate the results of modeling and analysis to a decision maker in a way that would support the decision-making process.
5. Utilize and develop critical thinking and problem-solving skills to product a business decision from a dataset.

### **REQUIRED MATERIALS:**

- Software:
  - Excel with Analysis ToolPak: Get latest version from Office 365.du.edu if needed
  - Tableau: Student edition (<https://www.tableau.com/academic/students>)
  - Piktochart: We'll get everyone set up with an account in class
  - Piazza: Sign up in Canvas or <http://piazza.com/du/fall2019/info44011>
- LinkedIn Learning access through DU: <https://lnkd.in/gQ2pymk>
- Textbook: We will be referring to the book Open Intro Statistics, 4<sup>th</sup> Edition by Diez, Barr, Cetinkaya-Rundel. This book is available for free download from [https://www.openintro.org/stat/textbook.php?stat\\_book=os](https://www.openintro.org/stat/textbook.php?stat_book=os) or for \$15/\$20 from amazon.com. The paper version is optional, the pdf is the minimum required.

## 2022-2023 Certificate in Business Foundations Course Descriptions

### **ACTG 4610: Financial Accounting and Reporting**

Instructor: To-Be-Determined

**Winter 2023**

**TR 10-11:50a**

### **COURSE DESCRIPTION:**

In this course, students will gain a strong understanding of the financial statement issued by companies to external parties, such as shareholders and creditors. The course covers the fundamentals of accounting from recording economic events through the preparation of a company's financial statements. In addition, the course examines the complexity of accounting policy choices and the financial statement impacts of those decisions. Students will also gain significant experience analyzing Form 10-K annual reports of publicly traded companies.

### **LEARNING OUTCOMES:**

1. Students will analyze the effects of transactions on the company's financial statements, record the transactions in the accounting records, and prepare the four basic financial statements.
2. Students will demonstrate knowledge of the basic generally accepted accounting principles (GAAP) that are applicable to the preparation of a U.S. company's financial statements and how those principles differ from International Financial Reporting Standards (IFRS).
3. Students will demonstrate knowledge of the financial statement implications of accounting policy choices.
4. Students will read and interpret the content of a company's Form 10-K, with an emphasis on the financial statements, notes to the financial statements, and Management's Discussion and Analysis.
5. Students will further develop business writing skills.

# 2022-2023 Certificate in Business Foundations Course Descriptions

## **FIN 4630: Managerial Finance**

Instructor: Michael Jacobs

**Spring 2023**

**TR 10-11:50a**

### **COURSE DESCRIPTION:**

Every organization must answer two extremely important questions: how do we acquire dollars and what do we do with those dollars? This course addresses the different sources of acquiring dollars, identifies the costs associated with each source, the benefits associated with the use of each source, and looks at the decision regarding how much of each source to use. The course addresses performance measures to determine how well the dollars have been spent and used and the decision-making techniques behind the decisions of exactly to what purpose the organization's dollars were spent and used. These are the financial decisions that any type of organization has to make with frequent ethical challenges in the context of an uncertain economic environment.

**For those students pursuing a Graduate Certificate requiring six 4-credit hour courses, students can select from any of the following 4000-level courses to complete the certificate.**

### **MKTG – Marketing**

MKTG 4570 – Digital Strategies

MKTG 4705 – Topics in Marketing (Data Science for Marketers)

MKTG 4805 – Foundations of Digital Marketing

MKTG 4815 – Social Media Marketing

MKTG 4825 – Mobile Marketing

MKTG 4835 – Search Engine Marketing: Google Analytics & Google Ads

MKTG 4845 – Tech in Marketing: Design Tools and Digital Foundations

### **TRAN – Supply Chain**

TRAN 4100 – Fundamentals of Supply Chain Management

TRAN 4110 – Fundamentals of Supply Chain Planning

TRAN 4120 – Fundamentals of Supply Chain Execution

TRAN 4130 – Structured Problem Solving in Supply Chain Management

### **HRA – Human Resources**

HRA 4600 – Human Resources in Organizations

HRA 4610 – Employee Compensation

HRA 4620 – Employment Total Benefits

HRA 4630 – Employment Law

### **HC – Healthcare**

HC – Healthcare Macroeconomics

HC – Management Principles in Healthcare Systems

HC – Healthcare: Innovative Strategies and Change Management

HC – Organizational Behavior in Healthcare