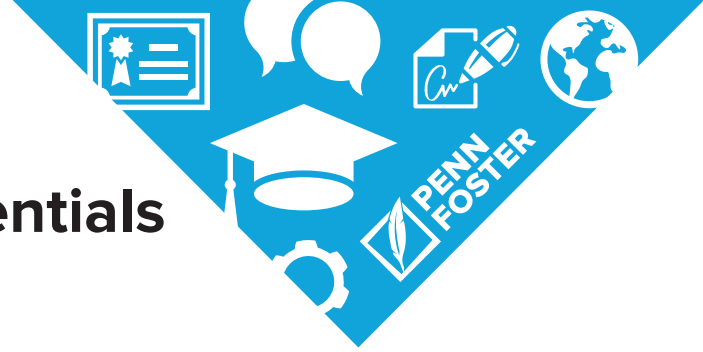


# Business Management Essentials

## PROGRAM OUTLINE



### PROGRAM GOAL AND OUTCOMES

#### Program Goal

The Business Management Essentials Certificate program provides students with new job skills or refines existing business management knowledge to advance in a current position, improve performance in a current business or prepare for further training.

Program Outcomes	Courses	Evidence of Learning
Discuss the various functions of business including competition, economics, accounting, technology and information systems; marketing; management through the phases of starting and growing a business; management of financial and human resources; along with the ethical and social responsibilities of business	BUS101: Introduction to Business	Multiple-choice lesson exams, final exam
Discuss both the business environment and the manager's role in decision making, planning, organizing, leading, controlling, and developing an ethical perspective	BUS110: Principles of Management	Multiple-choice lesson examinations, discussion board assignments, and a final exam
Demonstrate understanding of basic mathematical operations including percentages, discounts, interest, present worth, sinking funds, installment buying, pricing, depreciation, investments, insurance, use of symbols and their applications, equations and formulas, and the importance of statistics	MAT106: Math for Business and Finance	Multiple-choice lesson exams
Demonstrate methods of organizing material for a professional setting by composing business memos, emails, outlines, reports, and proposals using the ABC method	ENG121: Business and Technical Writing	Multiple-choice lesson exams, graded projects



# COURSE DESCRIPTIONS AND OBJECTIVES

## SYP001: Starting Your Program

Succeed by learning how to use your Penn Foster program.

By the end of this course, you'll be able to:

- Understand how to use your Student Portal
- Access the Penn Foster Community and use it to find answers
- Connect with Penn Foster on various social media sites

## BUS101: Introduction to Business

This course outlines the elements of business and the challenges businesses face in a global environment, such as competition and economic factors. You'll learn why accounting, technology and information systems, marketing, and management are essential to starting and growing a business. You'll also learn the basics of managing financial and human resources and the ethical and social responsibilities required of a successful manager.

By the end of this course, you'll be able to:

- Identify different elements that distinguish capitalism, socialism, communism, and mixed economies
- Define the role of small business in the free enterprise system
- Assess elements of the global economy, such as labor, capital, trade, and natural resources, and how they influence business
- Analyze the functions of business, such as management, organization, human relations, marketing, financing, and ethics
- Identify the purpose of business policy and strategy

## BUS110: Principles of Management

This course will review the functions of management and its role in planning, leading, organizing, motivating, and controlling.

By the end of this course, you'll be able to:

- Define and correctly use business terms
- Explain the importance of communication
- Identify the steps of managerial decision making
- Explain the relevance of the basic skills required by managers
- Describe major components of various management perspectives
- Discuss the ever-increasing employee diversity and the management activities required for the changing workforce

## **MAT106: Math for Business and Finance**

This course will hone your math skills so you are able to successfully use them in business and finance industries.

By the end of this course, you'll be able to:

- Use percentages, discounts, and interest formulas effectively
- Analyze present worth and sinking funds
- Understand how to buy in installments and price merchandise
- Explain depreciation, insurance, equations, and formulas
- Discuss investments and statistics

## **ENG121: Business and Technical Writing**

Learn how to write business and technical documents.

By the end of this course, you'll be able to:

- Organize your material logically and systematically
- Use action verbs effectively and construct paragraphs
- Conduct research and document sources

**Note:** The titles of your learning materials may be different from those listed on your program outline. There is no need to call your instructor about these differences. While the titles of certain learning materials may differ, the educational content is the same. All learning materials are designed to give you the finest education in your field. If you need instructional assistance, however, be sure to call for help. We reserve the right to revise the program of study and the instructional materials and to substitute for the items of equipment offered.