

# SMEAL COLLEGE BUSINESS FUNDAMENTALS, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

The Smeal College Business Fundamentals Certificate provides non-Smeal students with the background and knowledge for careers in corporate and non-profit settings. Core courses are framed around an integrated approach to management, finance, global operations, product development and promotion, and legal aspects of business. Students gain practical skills needed to compete in today's rapidly changing business environment.

## What is Smeal College Business Fundamentals?

The Smeal College Business Fundamentals Certificate will add to your knowledge base across a range of critical business areas and add a Smeal-specific designation to your University transcript upon completion. If you are in a major that is not business related or if you are in a non-Smeal major with a business option or concentration, this certificate will allow you to pursue your interests outside of Smeal while broadening your undergraduate experience to develop fundamental business skills. Prerequisite courses in accounting, economics and statistics will lay the foundation for the core courses in management, marketing, finance and supply chain. In addition, a business elective in either business law or international business may be chosen. This certificate will help you develop the skills that will be needed in whatever career you choose to pursue.

MORE INFORMATION ABOUT SMEAL COLLEGE OF BUSINESS FUNDAMENTALS (<https://www.smeal.psu.edu/business-certificate/>)

## Entrance to Certificate

Students must not be enrolled in a business baccalaureate program at Penn State to pursue this certificate.

## Program Requirements

To earn an undergraduate certificate in Smeal College Business Fundamentals, a minimum of 15 credits is required.

A grade of C or better is required in all prescribed courses; these courses must be taken at Penn State. Provided that at least three of the five courses are taken in the Smeal College of Business, certificate courses may be satisfied by substituting Penn State courses with comparable content at the same level with the approval of the Smeal College.

Code	Title	Credits
<b>Prerequisite Courses</b>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
ECON 102	Introductory Microeconomic Analysis and Policy	3
Select three credits of 200-level statistics		3
<b>Prescribed Courses</b>		

*Prescribed Courses: Require a grade of C or better*

BA 301	Finance	3
BA 302	Supply Chains	3
BA 303	Marketing	3
BA 304	Management and Organization	3
BLAW 243 or IB 303	Legal Environment of Business International Business Operations	3

## Certificate Learning Objectives

- **Business Concepts and Processes:** Students will be able to explain key components of business operations and the internal and external influences impacting local, national, and international corporations.
- **Ethically Responsible Business Practices:** The ability to explain social and ethical responsibility as critical components of a successful organization. Students will be able to identify key issues in an ethical business problem, recognize personal biases influencing decisions, and make ethically responsible decisions for society.
- **Problem Solving and Critical Thinking:** The ability to demonstrate problem solving skills using analytical techniques. Students will be able to understand a given business problem, provide solutions using quantitative tools and analytical techniques.

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

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