

SMEAL COLLEGE BUSINESS FUNDAMENTALS, CERTIFICATE

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

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.