

Business Management Certificate

2022-2023 Course Listing

Course Name	Credits	Course Description
Required Core Classes – 12 credits		
BUS 500 Foundations for Business Impact	2	<p>BUS500 is an introductory course to graduate business studies focused on business strategy, organizational performance, economic systems and opportunity, and the role of enterprise in value creation. This course provides graduate students with a general conceptual framework for the business processes, systems and structures that enable enterprises to provide value to society, while at the same time capturing economic value to sustain the business. Graduate students will be exposed to general business terminology, business functions, and fundamental aspects of business strategy. A goal of this course is to enable graduate students to develop capabilities in strategic thinking and to understand the integration of business disciplines as an organizational leader. Course objectives include:</p> <ul style="list-style-type: none"> • Understand fundamental concepts and perspectives in the fields of business strategy and entrepreneurship. • Understand a variety of frameworks that leaders can use to develop and implement business strategy and identify economic opportunities including tools such as value chain analysis, five-forces analysis, business model development, and the analysis of core capabilities and competencies. • Evaluate the implications of different strategic alternatives for businesses and make decisions based on such analysis. • Develop a sound understanding of business operations, competition, and market systems as a starting point for other business courses. • Develop an understanding of the role of market systems, corporations and entrepreneurs in economic and social systems, emphasizing how organizational action can create social value, address sustainability challenges, and help create a better world.
BUS 601 Quantitative Business Analysis	2	<p>In BUS 601, students learn about the quantitative research process, data interpretation and translation, and model selection and analysis. Student takeaways include:</p> <ul style="list-style-type: none"> • A comprehensive decision matrix for model/test identification • Fundamentals of empirical tests and interpretation • The “what next” of statistical tests and outcomes <p>Using your findings to make decisions and tell stories that enable social responsibility and sustainability</p>
BUS 614 Accounting Concepts	2	<p>In BUS614, students are introduced to financial statements and key concepts underlying their development and interpretation. Course objectives include:</p> <ul style="list-style-type: none"> • Explain financial accounting concepts • Interpret financial accounting information • Record transactions and prepare financial statements • Explain financial statement integration • Explain the role of ethics in accounting •

BUS620 Leadership and Teams	2	<p>In BUS 620, students grow their leadership competencies, enabling them to effectively create change and lead their teams, organizations, and communities. Students will:</p> <ul style="list-style-type: none"> • Develop the traits and behaviors that connect you with diverse employees to build trusting relationships and produce results. • Navigate the design, development, and performance of teams using shared leadership models. • Develop compelling visions that maximize engagement and craft equitable, inclusive, and ethical organizational cultures. • Enact decision-making approaches that support business strategy and resonate with diverse employee profiles.
BUS 640 Financial Principles and Practice	2	<p>In BUS640, students will look at how organizations make decisions regarding resources, with a focus on the financial component of how they create value for their owners and stakeholders. The purpose is to introduce students to the basics of financial decision-making in organizations and to help them develop ways to apply these concepts in problem solving. Many of these principles can and should be applied to decision-making, not only in corporations but all organizations and even in one's personal life. The course builds from a foundation of basic accounting and explores valuation concepts, capital budgeting, and selected advanced topics such as risk management. Course objectives include:</p> <ul style="list-style-type: none"> • Evaluate the financial health of the firm and strategies it employs to create shareholder value. • Apply basic Time Value of Money (TVM) concepts. • Value equity and debt securities utilizing discounted cash flow models. • Identify the cash flow to stockholders and cash flow to bondholders associated with a new project. • Calculate an estimate of the cost of capital for a publicly held firm. • Evaluate the profitability of a capital project based on discounted cash flow analysis. • Describe option related features of capital projects. •
BUS 655 Marketing Management	2	<p>BUS655 provides a broad overview of all the marketing activities involved in the provision of products and services to end consumers and organizational customers. Student takeaways include:</p> <ul style="list-style-type: none"> • Mastery of marketing terminology and concepts. • Understanding of the perspectives and influences that shape marketing decision making • Ability to connect marketing functions to organizational goals of customer value creation

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