

Business Administration

Free Program Overview

Business Administration and Pre M.B.A.

Are you interested in learning about the programs we offer in business administration? If so, join us to hear a panel of instructors and past and present students discuss trends and exciting options available in a variety of careers. You will also learn about our M.B.A. course work and articulation agreements with other universities.

Course 13548



Business Administration Advisory Board

ANGELIKA BLENDSTRUP, Ph.D.,
Stanford, consultant and instructor,
Stanford's Continuing Studies Program

LYNN HUGHES, M.A., Cornell University,
director of human resources, Entelos Corp.

BARB IGNATIUS, M.S., University
of San Francisco, senior director of human
resources, JDSU Corporation

EVE MAJURE, B.A., Stanford University,
senior manager of university learning and
development, HR, Brocade Communications
Systems Inc.

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PREM TALREJA, M.B.A., Duke University,
director of OEM Sales, Sigma Designs Inc.

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chief investment officer, Evla Hills
Investment Management



BUSINESS AND MANAGEMENT



Today's business leaders must command a broad set of skills—from sales and marketing to economics, finance, and management. This not only requires hands-on experience in the day-to-day aspects of running a business, but also advanced training and education in the latest business administration practices—which you can attain through the the Business Administration Certificate program at UCSC Extension Silicon Valley.

Why Enroll?

The Certificate Program in Business Administration is designed in conjunction with the world-renowned UCSC Economics Department, which recognizes courses for degree credit. The program draws from cutting-edge courses across our extensive Business and Management curriculum, which means that you can take all of the courses you need to prepare for your Master's in Business Administration (M.B.A.), fulfill all education requirements to become a Certified Public Accountant (CPA), and more.

Who Should Enroll?

- Aspiring M.B.A.s
- Business owners
- Corporate managers
- Attorneys
- Technical professionals
- Anyone wanting to understand modern business administration practices

Tailored Learning Options at Affordable Rates

We offer a broad curriculum to provide maximum flexibility as you fulfill educational requirements and prepare for your M.B.A. or career as a CPA. In addition, you get UC-quality training at a cost per credit significantly lower than degree options—as you earn credit toward graduate school or complete our foundational Business Administration certificate.

In-Depth Training from Highly-Networked Veterans

All instructors in UCSC Extension's Certificate program in Business Administration are professionals and recognized leaders in their field. They bring unique expertise and knowledge into the classroom, ensuring you receive the latest information and insights into real-world business administration practices.

Moreover, since 2000, our Business Administration and Accounting programs have served more than 7,000 aspiring professionals in Silicon Valley—with more than 11,000 alumni since 1990.

Comprehensive Coursework Fulfills All M.B.A. and CPA Requirements

We offer comprehensive, graduate-level coursework in general business and accounting that is recognized for credit toward M.S. and M.B.A. degrees throughout the Bay Area.

In fact, you can complete 100 percent of your CPA education requirements through our Business Administration, Accounting, Project Management and Marketing curricula—with the added benefit of qualifying for graduate degree credit.

Continuing Education Credit

Our Business Administration and Accounting courses also qualify for CPA Continuing Education credit (CEUs). CEUs are awarded on an hour-for-hour basis—so the time you spend in the classroom works toward fulfilling the professional education requirements to maintain your credential.



About UCSC Extension Silicon Valley

The vital learning community at UCSC Extension Silicon Valley is well known for its collegial atmosphere and rigorous preparation. Our faculty of expert practitioners teaches state-of-the-art solutions to the everyday problems confronting technology professionals working in Silicon Valley. The professional education programs we offer build expertise, open doors to new opportunity, and deliver tangible value. Our broad portfolio of open-enrollment courses and certificates, affordable pricing, experience-based instruction, and central location in Silicon Valley help turn jobs into careers.

Business Administration Certificate

Modeled after the nation's leading business schools, our Certificate Program in Business Administration provides Silicon Valley's most comprehensive and complete coursework, and it qualifies for credit toward leading M.B.A. programs throughout the Bay Area.

The program draws from state-of-the-art courses across UCSC Extension's Business and Management curriculum, including business law, statistics, finance, accounting, economics, management, and marketing. Our Certificate in Business Administration can be completed in one year. Individual courses may also fulfill MCLE and CPA continuing education requirements.

Certificate Requirements

Total: 25 units
Required: 14 units
Elective: 11 units

GPA: 3.0 (C or better in all courses).

Timeline: Course work must be completed within three years of declaring candidacy

Note: Courses completed more than five years prior to date of certificate issuance cannot be used to fulfill requirements.

Program Contact

Business and Management Department,
 (408) 861-3860 or e-mail
program@ucsc-extension.edu

Tailored Learning Options That Make a Difference

- The quality and prestige of our certificate programs have proven instrumental in helping tens of thousands of students gain admittance to graduate degree programs.
- You can take individual courses in any program, earn a full certificate in Business Administration, or build a customized Business and Management Certificate Program to suit your specific needs.

Curriculum

Required Courses	Units	Course
Business Law and Its Environment	3.0	6360
Finance I, Fundamentals	3.0	3636
Management and Organization, Principles.....	2.0	0692
Microeconomics, Introduction	4.0	4548
Principles of Marketing.....	2.0	0104

Specialized Elective Courses (11 units required)	Units	Course
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Pre-M.B.A. Coursework	Units	Course
Business and Professional Writing	2.0	5916
Business Statistics I.....	2.5	5620
Business Statistics II	2.5	6538
Introduction to Accounting I	4.0	3658
Introduction to Accounting II	4.0	1224
Macroeconomics, Introduction	4.0	0479

Sustainability Leadership	Units	Course
Clean Technology: Smart Grid, Energy Storage and Green Building	3.0	22749
Climate Change and AB 32: What It Means for You	0.5	20758
Environmental Fate of Pollutants	3.0	5475
Sustainable Business: Fundamentals and Best Practices	2.0	22412

Non-Profit Management	Units	Course
Facilitation Skills	2.0	0426
Financial Planning for Nonprofit Organizations..	1.0	2852
Fundraising Readiness, Management and Resource Development	1.0	3410
Presentation Skills.....	2.0	0913
Publicity and Public Relations for Nonprofits ..	1.0	0274
Strategic Business Planning for Nonprofit Organizations	3.0	1335
Strategic Management and Entrepreneurship in the Non-Profit Sector	1.5	2440

Entrepreneurship	Units	Course
Entrepreneurship: Launching a New Venture ..	1.5	23245
Entrepreneurship: The Making of a New Venture	1.5	23396

M.B.A. Prerequisites

Graduate School Preparation

Our pre-M.B.A. curriculum is modeled after leading business school programs to help put you firmly on track for a degree. Many of our courses are recognized for credit toward M.B.A.s at leading Bay Area business schools.

If you're not sure an M.B.A. is right for you, our program lets you test drive graduate-level course work at a slower pace. This way you can build your confidence without putting your graduate school transcript at risk.

Alternatively, you can acquire specific know-how by taking individual courses or work toward our Certificates in Business Administration or Accounting. Our courses help you develop business skills and management savvy that are a superb foundation for any career.

If you are applying to a university M.B.A. program, be sure to inquire with the respective university regarding the articulation agreement for updates and changes.

Courses

1. Introduction to Accounting I: Financial Accounting
2. Introduction to Accounting II: Managerial Accounting
3. Microeconomics, Introduction
4. Macroeconomics, Introduction
5. Business Statistics I
6. Business Statistics II
7. Finance I, Fundamentals
8. Intermediate Accounting I
9. Cost Accounting

Credit Recognized by Bay Area Business Schools

We have strategic alliances with M.B.A. programs at:

- California State University, East Bay (1, 2, 5+6)
- Golden Gate University (1+2, 3+4, 5+6)
- Notre Dame de Namur University (1, 2, 3, 4, 5+6)
- Saint Mary's College of California (1, 2, 3+4, 5+6+7)
- San José State University, School of Business (3+4, 5+6)
- Santa Clara University (1+8, 2+9, 5+6)
- UC Berkeley, Haas School of Business Evening Program (5+6)

Note: Numbers denote courses accepted from the above list. When two or more numbers are listed (N+N), the institution specified requires completion of two or more UCSC Extension courses to fulfill one requirement.



Course Descriptions

Required Courses

Business Law and Its Environment

This course reviews the American legal process, commercial law and its development, and organizational structures—all in the context of the managerial functions confronting today's highly litigious environment. Topics include contracts; negligence; product liability; constitutional law as it applies to business; federal and state civil procedure; torts; business entities, including LLCs; Uniform Commercial Code; real-property concepts; creditor, debtor and bankruptcy issues; employment discrimination and sexual harassment; law of agency; criminal law.

Course 6360

Finance I, Fundamentals

This course addresses the alignment of organization's financial and corporate planning goals. Financial management, including fundamental principles, planning and evaluation, and appropriate financial tools are covered, including key financial ratios for business analysis; financial statement analysis; funding, financial forecasting and risk analysis; cost of capital and time value of money; capital budgeting and investment risk; valuing stocks, bonds and preferred stocks; capital budgeting systems; and working capital and cash management.

Course 3636

Management and Organization, Principles

This course introduces valuable management tools, processes and techniques practiced by successful businesses. Participants learn to understand how managers orchestrate resources to achieve corporate objectives. Topics include performance management, management by objective; communication and teamwork; systematic decision making, staffing, motivation and leadership; and organizational structure and control.

Course 0692

Microeconomics, Introduction

This course is an introduction to basic economics, analysis of prices and markets, consumer behavior, the theory of production and costs, pricing and employment of the factors of production, international trade issues, public policy and current domestic microeconomics problems.

Course 4548

Principles of Marketing

This course emphasizes the role of marketing in shaping and developing new ideas. Topics include the factors that affect pricing; channels through which products and services are distributed; elements of wholesaling and retailing; and the strategies, mechanisms and techniques behind advertising, direct sales and other forms of promotion. Also explored are changing lifestyles and international market forces on American buying patterns, consumer and organizational buying and segmenting markets.

Course 0104

Elective Courses

Business and Professional Writing

According to Fortune magazine, professionals with the best writing skills earn three times more than their least-capable peers. This course is designed to immediately improve your written business communications through concrete, no-nonsense tools that will serve you throughout your career. The workshop format provides action-oriented feedback that builds confidence through in-class exercises while homework practice solidifies your new skills.

Course 5916

Business Statistics I

An introduction to the business use of statistical concepts and tools, this course covers basic concepts of descriptive statistics—such as means and variances, uses of probability, and statistical inference—and their application to business processes and decisions. In addition, the course addresses the use of statistical estimation techniques, decision theory (hypothesis-testing process), and the use of regression and correlation.

Course 5620

Business Statistics II

The second half of the business statistics sequence covers the use of statistical data, processes and techniques in marketing, auditing, economics, process improvement and surveys. Participants learn how to select the right statistical tools for various data types, how to state the issues, and how to interpret the results of data analysis. Topics include data collection, probability concepts for count data, discrete probability distributions, distributions of sample statistics and statistical inference for population proportions.

Course 6538

Introduction to Accounting I: Financial Accounting

The fundamentals of financial accounting are presented in this course, as well as the identification, measurement and reporting of the financial effects of economic events on enterprises, including accrual account concepts; transaction analysis, recording and processing (journals and ledgers); preparation, understanding and analysis of financial statements (income statement, balance sheet and cash-flow statement); accounting for sales and cost of sales; inventory valuation; depreciation of operational assets; accounting for investments; and accounting for liabilities and present value concepts.

Course 3658

Introduction to Accounting II: Managerial Accounting

This course covers managerial accounting and how to evaluate cost-accounting data in order to help management do its job effectively in the areas of planning, control, motivation, communication, evaluation of performance and decision making. Accordingly, selected topics such as traditional and activity-based costing, standard costing, relevant costing, variable costing, cost-volume-profit analysis, short- and long-term budgeting, alternative decisions, performance measurement, responsibility accounting and transfer-pricing are presented.

Course 1224

Macroeconomics, Introduction

This course introduces basic concepts and tools used in macroeconomics analysis: the theory, measurement, and determination of national income; business cycles; the multiplier; fiscal policy, budget deficits and the national debt; aggregate supply and aggregate demand; money, banking and monetary policy; international trade, exchange rates and the balance of payments accounts; and stabilization policy for unemployment and inflation.

Course 0479

Enrollment Information

Visit ucsc-extension.edu/busadmin, for the most up-to-date information about all our courses and programs, including textbooks, instructors, schedules and locations.

Enroll online at ucsc-extension.edu.

Sustainability Leadership

Clean Technology: Smart Grid, Energy Storage and Green Building

This course covers the fundamentals, trends, and challenges inherent to smart grid, energy storage, and green building technologies. Topics include smart meters, sensors and appliances on the user side, distributed generation (DG), microgrids, and distributed resources (DER) used in managing the new energy sources. The course addresses the challenge of energy storage with a review of current and future technologies including lithium ion batteries and nanotechnology applications. Green building addresses the LEED standards for sustainable construction and the latest LED and integrated photovoltaic applications.

Course 20758

Climate Change and AB 32: What It Means for You

After decades as a scientific and political issue, climate change is now emerging as the basis for statutory compliance requirements and market-driven economic activities. California has been a leader in this transition for a number of years, and has enacted AB 32, the California Global Warming Solutions Act of 2006, to establish statewide greenhouse gas emission (GHG) limits and standards to enforce those limits. This evolving program will profoundly affect some California industries and will likely create both costs and opportunities for many more. Discussions also cover other international, federal, and state initiatives.

Course 20758

Environmental Fate of Pollutants

This course is an overview of the movements, dispositions and transformations of chemical pollutants within and between environmental compartments such as air, soil, water and biota. Topics include major sources of environmental pollution, distribution mechanisms between and within environmental compartments, and the physical and chemical properties that affect the movement of pollutants through the environment. Also covered are the chemical reactions that pollutants undergo in the environment and major factors that influence those reactions, as well as site characteristics and process technologies that may have significant effects on the environmental fate of pollutants.

Course 5475

Sustainable Business: Fundamentals and Best Practices

Learn what "sustainability" means for enterprises of all sizes and the bottom-line benefits it can deliver. This course covers the full range of impacts on a company's economic, environmental and social ecosystem. You will be introduced to a strategic, systematic approach to sustainable development, geared to growing your business using environmental management assessment (EMS) tools to identify opportunities for efficiency improvement. Topics include sustainability leadership at the senior management level, reducing energy and raw material consumption, health and safety relating to sustainable practices, growth through sustainable innovation and green supply chain management, leveraging renewable resources, and technology and recycling.

Course 22412

Non-Profit Management

Facilitation Skills

In this workshop, participants learn to apply facilitation skills to create and support learning outcomes at the individual, group and corporate level as well as other training needs. Topics include the values of facilitation; building and maintaining a learning environment; group development skills; group observation skills; experimental techniques for interacting with groups; recording theory and practice; and examination of key processes such as needs assessment, priorities and goals, conflict resolution, decision making, problem solving, and communication.

Course 0426

Financial Planning for Nonprofit Organizations

This course covers the core competencies needed to manage the investment process and develop the confidence and expertise needed to deal with professional investors. Benchmarking and evaluation techniques are demonstrated to ensure that the assets of the organization are being efficiently managed. Activities include modeling an organization's current or proposed investment strategy, taking into account the factors of attendant risk and projected rates of return.

Course 2852

Fundraising Readiness, Management and Resource Development

This course covers the principles and techniques of fundraising and resource development. The course builds the skills needed to draw up a viable fundraising plan, including researching a match for your program, whether a corporation, foundation or individual sponsor, and identifying the people and resources necessary to secure funding. This is an interactive course with real world examples presented by guest speakers.

Course 3410

Presentation Skills for HR Professionals and Trainers

Improve your presentations using simple, proven and effective techniques employed by professional presenters. This course covers basic presentation techniques, developing materials, communicating with confidence and using the power of your personal style. The instructor guides you through the process of triumphing over fear and becoming a truly inspired speaker. You will learn easy relaxation methods and ways to cope with stage fright, grab the audience's attention, organize your presentation, open and close in a compelling manner, handle impromptu Q&A, and simplify your message.

Course 0913

UCSC Extension Silicon Valley is
#1 in graduate business enrollment
according to the *San Jose/Silicon Valley Business Journal* (2/2010).

Publicity and Public Relations for Nonprofits

This course demonstrates powerful strategies for communicating the vision of your organization in words and images, from point-of-contact by telephone and reception desk to the most sophisticated media relations. Participants write news releases, create a brochure and analyze a "damage control" situation to understand that if your organization can't manage the message, it won't like the message it hears.

Course 0274

Strategic Business Planning for a Nonprofit Organization

This hands-on course covers the art and science of writing a strategic business plan. Participants learn the components of a plan and why each component is important, and create a three year plan for their nonprofit organization. The course is designed for directors and Board members of nonprofits, and nonprofit start ups. Students complete a usable first draft of a strategic plan for their organization as a course requirement.

Course 1335

Strategic Management and Entrepreneurship in the Non-Profit Sector

As more demands have been placed on non-profit organizations, their need for innovative, "business-oriented" management has increased rapidly. Sound strategic management, coupled with an entrepreneurial culture and mindset, is essential for today's high-performance non-profit agencies. This course combines management theory with direct, hands-on experience in a non-profit workplace. Topics include strategic planning, fundraising, marketing the agency, organization and management theory, and the principles of entrepreneurship. Students give presentations and are evaluated on the last day of class.

Course 2440

Entrepreneurship

Entrepreneurship: Launching a New Venture

This course is for entrepreneurs who want to successfully plan and launch a new venture. It's delivered by leading experts from Silicon Valley and will focus on conception and planning of a new venture; developing market-driven products and services; execution of early stage companies; and preparing entrepreneurs to deal with investors, partners, advisors, and key employees.

Course 2345

Entrepreneurship: The Making of a New Venture

Through a series of engaging class sessions, you will learn to anticipate and manage the critical obstacles all startups must overcome to succeed. Each section is facilitated by a professional with specialized knowledge and experience working inside early-stage Silicon Valley companies. Course topics include developing the right products and services, creating a business plan that investors will fund, addressing legal issues, financing new ventures, managing successfully in the early stage, and globalization.

Course 23396