

# BUSINESS, CERTIFICATE

## LEARNING OUTCOMES

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1. (Accounting) Apply accounting principles to develop decision-useful accounting information that supports implementation of organizational strategy.
2. (Finance) Know and have a deep understanding of the net present value model and its components, and be able to apply the model to the valuation of assets.
3. (Management and Human Resources) Know and be able to illustrate how organizational success is a function of strategy, organizational culture, human resource management, leadership, teams, structure, managing change, and entrepreneurship.
4. (Marketing) Answer the “big questions” of the marketing planning process by explaining and demonstrating mastery of: 1) why marketing is a strategy and not a slogan, 2) how marketing is personal, 3) the importance of balancing risk, reward, cost, and time to optimize the 4 p’s (product, price, place, and promotion), and 4) how marketing is a conduit between customer needs and company wants.