



# Graduate Certificate in Business Management Foundations



**PennState**  
World Campus

A world of possibilities.  
**Online.**

# Business Management Foundations Graduate Certificate

The 12-credit Graduate Certificate in Business Management Foundations, offered 100% online through Penn State World Campus, can help you build a strong foundation across a wide range of business disciplines, including management, accounting, finance, leadership, and marketing.

Students in this program can learn to:

- › align strategic objectives with business architecture principles for more cohesive initiatives
- › cultivate leadership skills by understanding organizational dynamics
- › integrate business functions to tackle global challenges and improve performance
- › master financial techniques for informed decision-making and public presentation
- › gain hands-on experience in global marketing and operations management

## Online Learning through Penn State World Campus

To make it easy to customize a learning path unique to your career aspirations and busy schedule, the Graduate Certificate in Business Management Foundations is offered 100% online by Penn State World Campus in partnership with the Penn State Smeal College of Business.



Your online learning experience will be enhanced by meaningful faculty interactions, collaborative group projects, access to instructional resources, and dedicated academic advising and support services. Upon successful completion of the program requirements, you will receive a formal certificate identical to one received by a resident Penn State student.

## Program Curriculum

Gain a foundational knowledge in key areas of business management that can be easily applied in any business setting — regardless of industry. As a student in this 12-credit program, you can help your team become more productive contributors to your company's bottom line.

### Required courses (select 4):

#### **Strategic Business Architecture**

Focuses on understanding how to effectively execute strategy by using strategic business architecture to align strategy with execution-level projects.

#### **Executive Leadership**

Emphasizes identity issues that are critical to understanding individual and collective processes in organizational life.

#### **Global Strategic Management**

Integrates multiple functional business areas to resolve global business problems and improve organizational performance.

#### **Financial Accounting**

Accounting rules, practices, and applications that characterize the accounting presentations that for-profit organizations provide to the public.

#### **Managing and Leading People in Organizations**

Overview of human behavior in organizations, and implications for managing and leading individuals, teams, and organizations.

#### **Financial Management**

Application of techniques available to aid managers in sound financial decision-making.

#### **Marketing in a Global Environment**

Examines strategic issues in marketing, including analysis, planning, and implementation.

To learn more about the Graduate Certificate in Business Management Foundations, please visit:

[worldcampus.psu.edu/businessmngt](http://worldcampus.psu.edu/businessmngt)



## Apply Today

Review the program's admission requirements and complete the online application at:

**[worldcampus.psu.edu/businessmngt](https://worldcampus.psu.edu/businessmngt)**

## Did You Know?

- › The courses in this program were developed by the same respected Penn State faculty who teach on campus.
- › Penn State online degrees are identical to those earned by resident students.
- › You can pick from three start dates each year, work on weekly assignments at your preferred pace, and create a personalized path to completion that fits into your busy schedule.



# Program Benefits

## **World-Class Education**

This program is delivered in partnership with the Penn State Smeal College of Business, which carries the elite AACSB accreditation, an honor reserved for the top 5% of business schools worldwide.

## **Support Services**

You will have access to a full array of support services, including scheduling assistance, career counseling, and 24/7 technical support. As a globally recognized leader in online education, Penn State World Campus understands the unique needs of adult learners.

## **Rapid ROI**

Online graduate certificate programs from Penn State are designed to provide fundamental knowledge rapidly and efficiently.

## **A Head Start toward a Master's Degree**

Some or all credits earned for this certificate can be applied toward a master's degree in strategic management and executive leadership, corporate innovation and entrepreneurship, or business administration if you apply and are accepted into the respective program.

# Contact Us

## Program Questions

Penn State Smeal College of Business  
Professional Graduate Programs Office  
Phone: 814-865-5290  
bmgfnd@smeal.psu.edu

## Admissions Questions

worldcampus@psu.edu  
Phone: 814-863-5386  
worldcampus.psu.edu/admissions



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