

Empire State College, State University of New York

Certificate of Completion in American Business

The online Certificate of Completion in American Business (CCAB) is intended for students seeking a foundation in American business practices. The CCAB provides current knowledge in the field of U.S. business, the skills necessary to work at an entry level in business, and competencies in communication, decision-making and problem solving. Fluency in English is required at the level of a Test of English as a Foreign Language (TOEFL) score of not less than 550. Prior to taking advanced level courses, students are required to complete lower level studies. The CCAB consists of 24-26 semester hours with an option to transfer in a maximum of 12 semester hours of approved learning. CCAB courses may be applied to either an associate or bachelor's degree with Empire State College.

Management Principles (4 credits) – Study concepts through which a modern organization can be viewed as a system. Learn practical applications of management concepts in the work environment in this introductory course. This course provides the student with the opportunity to apply course concepts to organizations in the private, non-profit and public sectors. Examines the role of the manager in modern organizations and general principles of management including: decision-making, planning, organizing, staffing, leading and controlling. Read current periodicals to gain a better understanding of management in the different sectors.

Marketing Principles (4 credits) – This course is a survey course and focuses on developing a strong conceptual framework for understanding and applying the principles of marketing. Marketing is treated as a complete system of activities in the complex field of business, which is part of the greater socio-economic system. Major topics include evolution of the concept of modern marketing, identification of markets, design of products to meet wants and needs, pricing strategies, distribution structures and systems, promotional activities and the evaluation of the marketing effort. You will engage in discussion of issues related to the above topics in various contexts. You will also engage in a simulation, case analyses and research requiring in-depth exploration and analysis of a topic of your choice. Basic knowledge of/willingness to learn a presentation package (e.g., Microsoft PowerPoint) is expected.

Legal Environments of Business 1 (4 credits) – Examine the dynamic nature of law, American legal processes and specific areas of law that guide business decisions. Addresses the aspects of law and its standards for human behavior that increasingly affect and constrain business activity. Includes introduction to the legal system, tort and criminal law, contract and sales law, negotiable instruments, secured transactions and bankruptcy.

Economics Macro (4 credits) – Discover the broad and general aspects of the economy as a whole in this foundation course and basic economic theories, principles and issues. Includes evaluation of the market system, an overview of the economy and its history and growth, savings and investment dynamics, aggregate demand and supply, public expenditures and deficits, the money and banking system, fiscal and monetary policy and selected current economic issues. A basic knowledge of algebra is essential to understand economic relationships (functions, identities, equations) depicted in tables or graphs.

Accounting for Decision Makers (6 credits) – This course is a six-credit intensive study of accounting in today's business environment. This course covers fundamentals of financial and managerial accounting from the perspective of users. The course emphasizes the relevance of accounting information to managers in all areas of business as well as administrators in nonprofit organizations. Topics covered include the analysis of financial statements, financial planning, the importance of cost analysis and understanding the master budget. These components are connected to practical implications of the business decision-making process. Students are expected to critically evaluate and offer possible solutions for business problems.

International Business (4 credits) – Acquire an understanding of the theories and practices involved in international business. Study the nature and patterns of international business; role of international organizations; economic, socio-cultural, political, legal and labor issues; and operational and strategic management issues related to business with foreign nations, including topics on international human resource development. Consider NAFTA and GATT and their significance for North American business establishments.

Students interested in applying the Certificate of Completion credits to an associate or bachelor's degree may wish to discuss the following courses as options with their mentor:

- Marketing Management
- Human Resource Management and Development
- Organizational Behavior
- Communications for Professionals
- Internet Marketing
- Business Ethics (2 and 4 credit option)