

BUSINESS BASICS

Overview

The Business Basics certificate program is designed for students holding an undergraduate degree in areas other than business. The 18–24 credit program includes courses in accounting, computing, economics, finance, legal studies, management and leadership, management science and marketing. The Business Plus certificate program (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/continuing-education-programs/business-plus-cert/>) will provide students with a good foundation toward the Master in Business Administration (<http://catalog.rider.edu/graduate/colleges-schools/business-administration/programs-certificates/master-business-administration/>).

Admission Requirements

Minimum admissions requirements for the Business Basics programs are:

- a baccalaureate degree in an area other than Business;
- a 2.5 GPA in all undergraduate work.

Program Completion and Certification

Students must achieve a 2.5 GPA in their coursework with no grade lower than a “C” to successfully complete a Continuing Education Program certificate. Students leaving the Continuing Education Program for any other Rider undergraduate program before earning the certificate will not be eligible for the certificate.

Contact

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Business Basics Certificate Program Requirements

(18-24 credits)

Code	Title	Credits
Complete the following courses:		
ACC 210	Introduction to Accounting	3
BUS 300	The Legal and Ethical Environment of Business	3
CIS 185	Information Systems Essentials ¹	3
ECO 201	Principles of Microeconomics	3
FIN 220	Introduction to Finance	3
MGT 201	Fund Management & Org Behavior	3
MKT 200	Marketing Principles	3
MSD 105	Quantitative Methods for Business ¹	3
Total Credits		24

¹ CIS 185 and MSD 105 may be waived based on prior equivalent work.

Note: If prior equivalent coursework has been completed, substitutions may be made using the courses from the Business Plus Certificate.

Courses and Descriptions

ACC 210 Introduction to Accounting 3 Credits

This course provides an introduction to basic principles and methods of accounting essential to preparation, understanding and interpretation of financial statements. Topics include accounting for merchandising concerns, current assets, long-term assets, liabilities and equity accounts. A brief overview of internal control is also covered.

BUS 300 The Legal and Ethical Environment of Business 3 Credits

The strategies by which organizations in the private as well as the public sectors interact with, adapt to, and attempt to influence their external environments are explored. The primary emphasis is on evaluating the effect of business and governmental decisions on the quality of life. The role of regulatory agencies and the impact of local and national legislation on organizational behavior are considered.

Prerequisite(s): 54 credits.

CIS 185 Information Systems Essentials 3 Credits

This course provides students with a conceptual understanding and hands-on practice with spreadsheets. At the completion of this course students will be able to apply the appropriate information systems technology tools within spreadsheets to a variety of quantitative data-centric analytic activities. This course assumes you have a basic knowledge of Microsoft Windows, Word, Excel, and Web browsers.

ECO 201 Principles of Microeconomics 3 Credits

Market price systems are analyzed. The nature and characteristics of consumer and producer behavior, the theory of pricing in competitive and noncompetitive markets, and determination of the distribution of output are explored. Welfare, social control, monopoly, and income inequality are explored in the light of price theory. The role of the United States in the world economy is explored.

Prerequisite(s): Place into MSD 105 based on SAT or ACT Score, OR place into MSD 105/MTH 102 by passing College Placement, OR passing MSD 104, OR having transferred in any college level MSD or MTH class.

FIN 220 Introduction to Finance 3 Credits

An introduction to the environment, concepts, and techniques of financial management. Topics include forms of business organization, taxes, analysis of financial performance, financial planning, financial markets and interest rates, time value of money, bond and stock valuation, risk and return, capital budgeting, cost of capital, and international financial management.

Prerequisite(s): ACC 210 and ECO 201.

MGT 201 Fund Management & Org Behavior 3 Credits

This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.

Prerequisite(s): minimum 30 credits completed.

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MSD 105 Quantitative Methods for Business 3 Credits

The aim of this introductory course is to acquaint students with a number of basic mathematical techniques that will enhance their ability to become effective decision-makers in a realistic business environment. Topics covered include linear equations and inequalities, linear programming, summation notation, geometric series, counting techniques, event probability and discrete random variables. Where appropriate, these tools will be illustrated with examples chosen from business settings.

Prerequisite(s): MSD 104 or a passing grade on the Math Placement Exam.