

BUSINESS PLUS (CEP)

Overview

The Business Plus certificate program is designed for students holding an undergraduate degree in areas other than business. The 18 credit program includes courses in accounting, business analytics, economics, information systems, operations management, and statistics. The Business Plus certificate program 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 Plus certificate programs are:

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

Degree Awarded:

- Business Plus Certificate

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Business Plus (CEP) Certificate Program Requirements

(18 credits)

Code	Title	Credits
ACC 220	Managerial Uses of Accounting ¹	3
CIS 385	Management Information Systems ²	3
ECO 200	Principles of Macroeconomics	3
MSD 205	Business Statistics ³	3
BDA 201	Introduction to Business Analytics	3
MSD 301	Operations Management	3
Total Credits		18

¹ Prerequisite: ACC 210

² Prerequisite: CIS 185

³ Prerequisite: MSD 105

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.

Courses and Descriptions

ACC 220 Managerial Uses of Accounting 3 Credits

This course provides an introduction to the use of accounting information in managerial decision-making. Topics include cost behavior, cost classifications, and problem-solving functions of accounting as they pertain to planning, control, evaluation of performance, special decisions, and budgeting. The interpretation of published financial statements and the statement of cash flow are also covered.

Prerequisite(s): ACC 210.

BDA 201 Introduction to Business Analytics 3 Credits

This course introduces students to the process of analyzing big data and discovering new information to support business decision making. The course covers descriptive, predictive, and prescriptive analytics. Some topics covered include data visualization, data forecasting, and data mining. This course provides students with the fundamental concepts and tools needed to understand the role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment. It also includes how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decisions. Emphasis is given on applications, concepts and interpretation of results. Students utilize Excel for data analysis.

Prerequisite(s): MSD 200 with a minimum grade of D or MSD 205 with a minimum grade of D.

CIS 385 Management Information Systems 3 Credits

This course will enhance students' digital dexterity and familiarity with existing and emerging information technologies, emphasizing skills of abstraction in relation to digital strategy and organizational change, innovation, analytics, and ethics. This course will also provide hands-on experience with at least one essential business technology. At the completion of the course, students will have an understanding of the business-related, policy, societal, and ethical implications associated with modern information systems.

Prerequisite(s): CIS 185 and junior or senior standing.

ECO 200 Principles of Macroeconomics 3 Credits

A collective view of income receiving and spending sectors of the national economy, including households, businesses, and governments. Issues discussed: What determines the level of output, income, and employment achieved by the economy? What determines the growth of national output and employment? National income accounting, income and employment theory, monetary system, general price level, business cycle, government policies designed to provide for full employment, price stability, and economic growth are also covered.

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.

MSD 205 Business Statistics 3 Credits

This course is designed to provide students with fundamental concepts, knowledge and tools from statistics that may be useful in one's attempt to reach intelligent conclusions in real-world settings, particularly in business applications. The focus is on the normal random variable, sampling distributions, framework of estimation and hypothesis testing, as well as the one-way ANOVA and simple regression model.

Prerequisite(s): MSD 105.

MSD 301 Operations Management 3 Credits

This course introduces students to the concepts and techniques necessary to manage firm operations. The course emphasizes enhancing students' ability in problem-solving and decision-making by (1) identifying operations problems, (2) structuring decision-making process, (3) evaluating options that provide resolution of the problems using appropriate and proven techniques. It is well recognized that today's global business competition is among supply chains. Operations management concentrates on the supply side of the corporate strategy of a supply chain, where the bulk of the organization resources are committed. Good management of operations, which may also be called management of supply chain operations, is crucial in achieving an effective supply chain. The emphasis on systematic thinking and analytic decision model discussed the course will also provide students with necessary skills and useful tools in the emerging field of Business Analytics.

Prerequisite(s): MSD 200 or MSD 205 or MTH 341.