

Business: Principles of Management • 3 credits

Introductory course in management. This course is designed to enhance the student's knowledge and understanding of the four primary processes of management: planning, organizing, leading, and controlling, with special emphasis on the planning and leading processes. Students will also explore major schools of management thought, the social role of business, managerial decision-making processes, and managerial ethics. Upon completion of this course, the student should have a clear understanding and knowledge of the current managerial environment, its scope, and its complexities.

Prerequisite: PSY 0200.

Business: Principles of Marketing • 3 credits

An introductory course in marketing. Examines the role of marketing in our society and within the firm. Emphasis on product, place, price, and promotion.

Business: Organizational Behavior • 3 credits

This course integrates concepts from the behavioral sciences into the study of human behavior in business organizations. The course is designed to enhance the student's knowledge and understanding of individual, group, and organizational processes that affect human behavior in the formal organization (personality, perception, motivation, stress, power, and politics). It is also designed to enhance the student's knowledge and understanding of managerial techniques and applications that can be used to improve both individual and organizational performance (job design, management by objective, employer selection, etc.) *Prerequisites: BUS 0500, PSY 0200.*

Business Elective • 3 credits

This elective course may be chosen, upon advisement, from a range of business courses appropriate to the Business Certificate student.

Pitt-Johnstown . . . Ready for the Real World

- Excellent faculty teaching, scholarship and service, as well as enriching faculty-student mentorships and collaborations in scholarship, research and creative activity; dedicated, attentive and supportive staff.
- Personalized instruction in small classes; student-to-faculty ratio 19:1.
- 46 undergraduate majors including 3 University of Pittsburgh graduate degrees.
- Student graduation and success rates that exceed the national average of similar institutions.
- 72 active student organizations and a tradition of athletic excellence with nationally recognized, award-winning NCAA Division II (10 teams) and West Virginia Intercollegiate Athletic Conference programs.
- Extraordinarily picturesque campus featuring a pristine nature preserve with scenic hiking trails; first-class facilities including a state-of-the-art performing arts center and a leading conference center.
- Exceptional community involvement by faculty, staff and students—contributing thousands of hours annually to volunteer service.
- 18,000+ alumni making a difference throughout our community and the world.
- Top employer and key partner in shaping the economic future with an annual impact exceeding \$60 million.
- Growing partnerships with businesses in areas such as healthcare, education, commerce, technology, and the arts.
- Expanding workforce capacity by enhancing problem-solving skills, linking theory-to-practice through experiences such as internships and service-learning projects.
- A pinnacle of excellence, preparing students for the Real World and a foremost contributor to the area's educational, social, cultural, and economic environment.
- An illuminating Vision for the future that charts a path for greater distinction and recognition in the Northeast region.
- A comprehensive *New Dimension of Excellence Strategic Plan* for accomplishing our Mission.
- A unique *RealWorld Action Program* that empowers students to design a customized personal and professional action plan to develop as agents of positive change in our communities and our world.
- **Mountain Cat Proud!**

"Six months after earning my Certificate in Business from the University of Pittsburgh at Johnstown, I was promoted to the position of Production Planner. It was the "jump start" my career needed. I strongly urge anyone who is thinking of continuing his or her education, to take a serious look into this program. The Certificate in Business gave me the advantage I needed in a competitive job market and it could do the same for you."

— Chris S.

The Pitt-Johnstown Certificate of Business Program is widely recognized throughout the region serving . . . such growing industries as medicine, higher education, computer services, manufacturing, golf management, engineering, social services, retail, banking, insurance, utilities, non-profit and broadcast.

According to the U.S. Bureau of Labor Statistics, from 2006-2016 the Professional and Business Services Sector, which includes some of the fastest growing industries in the U.S. economy, will grow by 23.3 percent and add 4.1 million new jobs.



University of Pittsburgh
Johnstown

For more information:

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The University of Pittsburgh at Johnstown is an affirmative action, equal opportunity institution.

Mountain Cat Proud!




Established 1927



SUCCEED in Business for the REAL World



certificate in business



The most distinctive Business Certificate Program for the REAL World

PITT-Johnstown

www.upj.pitt.edu

The course work is challenging and strategic, addressing core competencies, diverse perspectives, and multiple contexts required for successful business management in the following areas:

- Organizational Behavior
- Communication
- Computer Science
- English Composition
- Mathematics
- Psychology
- Accounting
- Management
- Marketing

The University of Pittsburgh at Johnstown welcomes students from all nations! A strong and clear University strategic commitment to international students and global education is embraced. Pitt-Johnstown's first-rate academic programs, career development, and connection to the University of Pittsburgh—a first-class global University—prepare students to meet the demands of a competitive marketplace in the 21st century. Foreign students are encouraged to take advantage of popular programs such as the Certificate in Business and to pursue internships and practical training that lead to good, productive jobs in the future global economy. Furthermore, faculty and staff who are internationally oriented provide personal attention and exceptional service to all students. Let Pitt-Johnstown be your guide to success in the *Real World!*

Our goal is to help you to SUCCEED with a short-term, highly career-oriented and rewarding business program that can lead to a great profession in this fast-changing world where you will need the most contemporary skills. To get ahead in business, you need the best contacts, so we partner with many leading regional corporations, and organizations such as chambers of commerce and Johnstown Area Regional Industries.

The **Pitt-Johnstown Business Certificate Program** is specifically designed to provide you with the information and skill set to help you to improve your performance in business and become organizational leaders, as effective managers, executives, or entrepreneurs. Taught by multi-disciplinary faculty, consisting of some of the most outstanding professors at Pitt-Johnstown, this excellent program will place you ahead of the curve with a distinct and competitive advantage to enter or re-enter the workforce or continue your studies with a bachelor's degree that will qualify you for advancement and leadership roles. Many of the courses are tailored to the adult learner and offered in the evening; yet, students are expected to attend some classes in the daytime sessions, too, for complete certificate fulfillment. Many students complete the certificate in just a little over 2 years (part-time) to work in such high demand fields of accounting, marketing, management, and more! These business professionals perform diverse and exciting services and are highly valued in every type of commercial and non-commercial enterprise and corporation!

One of the best features to the **Pitt-Johnstown Certificate in Business Program** is enrollment to the **REAL World Action Program**, providing you with a structured program to achieve genuine civic engagement, to keep a record of specific efforts and to benefit from both the personal growth and the public, documented recognition of your acts. It will be the development of your Leadership, Involvement, Service and Teamwork that will distinguish you as a Pitt-Johnstown certificate graduate ready for the real world.

The real world 30-credit business certificate program consists of the following:

Communication 0052	Public Speaking
Computer Science 0081	Computer Literacy
English Composition 0005	Composition I
Mathematics 0001	Algebra I
Psychology 0200	Introduction to Psychology
Business 0115	Accounting Principles
Business 0500	Principles of Management
Business 0510	Principles of Marketing
Business 1520	Organizational Behavior
Business Elective	Upon Advisement

Requirements

All courses must be completed within a five-year period beginning at the time of entrance to the program. We welcome College Level Examination Program (CLEP) credits in English Composition or Mathematics that may be counted toward the program. Students must receive a "C" grade or better in all Business Component courses and maintain a minimum overall QPA of 2.0.

Admissions Process

Students interested in using the Business Certificate to enhance their skills should complete the admission application through the Office of Advanced and Continuing Education and include the application fee. All entrance criteria must be met before beginning the program. Students may transfer up to 15 approved credits from other colleges or universities with the following restrictions:

- At least 3 of 5 business courses must be completed at Pitt-Johnstown
- A minimum of 15 new credits must be completed at Pitt-Johnstown
- Transfer students must have completed all previous college work with a cumulative QPA of no less than 2.0.

Business certificate students enrolled on a part-time basis are charged a per-credit tuition rate; those enrolled on a full-time basis are charged a flat rate. All fees are subject to change without notice.

REAL World Courses for the Pitt-Johnstown Business Certificate Course Descriptions

Communication/Rhetoric and Communication: Public Speaking • 3 credits

Introduction to the composition, delivery and critical analysis of informative and persuasive speeches.

Computer Science: Computer Literacy • 3 credits

A survey course designed for students not majoring in computer science. Provides an overview of the components of a computer system, including the hardware, operating systems and application software. Includes coverage of processing fundamentals; storage, input/output, and networking technologies; and Internet fundamentals. Lab sessions provide a hands-on introduction to office productivity software including word processing, spreadsheets, micro databases, and presentation graphics, as well as an introduction to Web Page creation using HTML and Frontpage.

English Composition 1 • 3 credits

In this course, students study and practice the essentials of essay writing, with an emphasis on producing clear, correct prose.

Mathematics: Algebra 1 • 3 credits

This is a beginning algebra course through intermediate algebra. It is intended to develop student proficiency and confidence in basic algebraic skills. Topics include integer and rational exponents, simplification of algebraic expressions, linear and quadratic equations, linear inequalities, factoring, and simplification of rational and radical expressions. This course prepares students for MATH 0002 College Algebra as well as satisfies the general education basic algebra requirement.

Psychology: Introduction to Psychology • 3 credits

A summary of the present knowledge in areas such as scientific research methods, learning, sensation and perception, the biological bases of behavior, developmental patterns, motivation, emotion, personality, social influences, psychopathology, and psychotherapies. Prerequisite to all other courses in psychology.

Business: Accounting Principles • 3 credits

Procedures and techniques of the accounting cycle are covered in detail. An overview of the corporate structure, cost-volume-profit relations and other topics appropriate for business students.

