N. C. STATE UNIVERSITY
UNIVERSITY UNDERGRADUATE CERTIFICATE PROGRAM FORM

COLLEGE/DEPARTMENT/PROGRAM NAME:
Poole College of Management, Office of Undergraduate Programs

CERTIFICATE TITLE:
Undergraduate Certificate in The Essentials of Business

CIP DISCIPLINE#: 520201

PROPOSED OR CURRENT PROGRAM CODE: TBD

CERTIFICATE TYPE: On-campus.

PROPOSED EFFECTIVE DATE: October 1, 2018

ATACHMENTS TO BE INCLUDED:
- Statement of Justification for Program
- Statement of Program Objectives
- Proposed Revision(s) with Reasons
- List of Program Requirements (use attached Format B)
- Catalog Description of Proposed Certificate
- Number of Certificate recipients in the past Five Years
- Projected Enrollment
- Admission Requirements
- Statement on Other Departments Likely to be Affected and Summary of Consultations with those Departments
- Signature Page
- Routing Form

TYPE OF PROPOSAL:
New: ☐
Revision: ☐
Discontinuation: ☐

APPROVED EFFECTIVE DATE: Summer 2019
Undergraduate Certificate in the Essentials of Business—Attachments

**Statement of Justification:** When new graduates enter the workforce, they quickly realize the importance of understanding how a business works and how people interact to help the business be successful. Such understanding also helps them advance within a company.

It currently can be difficult for a non-PCOM student to gain this knowledge while an undergraduate, largely due to semesters which already are consumed addressing the student’s core program. Another hurdle is the fact that desired business classes often are not available to non-business students during the fall and spring semesters. We recognize challenges with course availability during the regular academic year thus the creation of this new certificate program as a summer only program. We are designing the program for maximum flexibility and to allow us to provide as much access to students as possible.

This Certificate addresses both needs, by providing a 4-course core set of topics, delivered:
1. During the Summer (no conflict with a student’s core program),
2. In an on-line format (allows work around summer jobs or other conflicts)

During the Spring 2018 Semester, about 88% of NC State’s undergraduate population was in a College other than Business\(^1\). This population is the target audience.

**Statement of Program Objectives:** Students who earn the Certificate will:
1. Be able to identify the primary business functions, including the attributes which make each function important.
2. Gain practice in the ways which business processes operate, and be able identify strengths and weaknesses of a process within a Company.
3. Show proficiency in two core areas:
   a. Business Essentials (placeholder number = BUS295)
   b. Introduction to Financial and Managerial Accounting (ACC280)
4. Gain additional proficiency in two selected topics. Choices include:
   a. HR (MIE330)
   b. Marketing (BUS360)
   c. Operations Management (BUS370)
   d. Personal Finance (BUS225)
   e. Individual Income Tax (ACC230)

**Statement of Proposed Revision with Reasons:** Not applicable—new Program.

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\(^{1}\)According to the Office of Institutional Research and Planning, there were 23,332 undergraduate students in the Spring 2018 semester, with 2865 in the Poole College of Management.
Statement of Program Requirements:

1. Four courses of 3 semester hours:
   a. Requirement One: Two required core courses:
      i. BUS 280 Business Essentials
      ii. ACC280: Introduction to Financial and Managerial Accounting
   b. Requirement Two: Two elective courses selected from this list:
      i. MIE330: Human Resource Management
      ii. BUS360: Marketing Methods
      iii. BUS370: Operations Management
      iv. BUS225: Personal Finance
      v. ACC230: Uses of Accounting Information

2. There are no other required examinations, presentations, or external learning experiences.

3. A total of 12 semester hours is required.

4. Satisfactory completion of the certificate program requires:
   a. completion of the coursework noted above
   b. a grade of D- or better in all courses used to satisfy the certificate requirements
   c. an overall GPA of 2.0 or better for all courses used to satisfy the certificate requirements

Description: This Certificate is designed for the non-business undergraduate student who realizes that an understanding of business is essential for success in the workplace. It recognizes that the student’s regular academic program often does not accommodate additional courses during the Fall or Spring semesters.

There are two required 3 unit courses covering business essentials and financial/managerial accounting. The student then selects two 3 unit courses from the following:

- Human Resource Management
- Marketing Methods
- Operations Management
- Personal Finance
- Uses of Accounting Information

Courses are offered in an online format during Summer sessions. This is to avoid conflict with a possible summer job or other activities.

Number of Certificate recipients in the past five years: None—new Program

Projected Enrollment: 400 students over a five-year period

Admissions Requirements: A student must have a minimum of a 2.0 grade point average to be accepted into this program. The application deadline is 60 days prior to the date of the first course the student wishes to take.
The Program coordinator is:
Tamah Morant
Associate Dean, Undergraduate Programs
Teaching Professor of Economics
Nelson Hall 2164A
tcmorant@ncsu.edu
919-515-6946

Statement on Other Departments/Programs Likely to be Affected and Summary of Consultations: No other Programs/Departments will be negatively affected. This Program is a complement to a student’s core program.
North Carolina State University
Undergraduate Certificate in the Essentials of Business

This request has been reviewed and approved by the appropriate campus committees and authorities.

Endorsed By:

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Recommended By:

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<td>Chair, College Curriculum Committee</td>
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<td>Dean, (DASA or the Graduate School)</td>
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Dean's Council

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Executive Vice Chancellor and Provost

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Chancellor