

Coming Soon!

Strategic Business Program

Department of Economics

UC Santa Barbara

Would you like to earn a business certificate along with your undergraduate degree?

Are you looking for additional units to satisfy the CPA requirement?

The new Strategic Business Program (SBP) is for you!

The SBP certificate is ideal for:

- UCSB students who want to enhance their degree with a business specific certificate
- Individuals who need additional units for CPA certification
- Business professionals seeking to enhance their current knowledge and earn professional development credits

Why consider SBP?

The SBP certificate will enhance your resume and increase your marketability to potential employers. Students will gain invaluable hands-on experience and exposure to experts in the business world. Students can specialize in either *Business and Accounting* or *Business Strategy*.

How long is SBP?

The SBP Certificate requires 16 units that can be completed in as little as one year while you complete your undergraduate degree.

SBP is a collaboration between the Department of Economics and UCSB Extension. All units are professional development units that apply towards CPA certification requirements. Units cannot be applied towards a UC degree.

Look for 2 preview courses this Spring!

The full program begins Fall 2012

Most courses are 1 unit can be completed in as little as 3 meetings. All classes are offered in the evenings on the UCSB campus.

COST
UCSB Extension fees are \$140 per unit.

For more information, please email Joan Giovannone: joan@econ.ucsb.edu or visit the Career Connection office (North Hall 2119)

A detailed description of the program and a class list is on the back !

PROGRAM REQUIREMENTS

The program consists of 16 required units resulting in 144 hours of instruction. All courses will be offered exclusively through UCSB Extension. Students must complete 16 units from the course list below as follows. In order to complete the requirements for a SBP Certificate, students must complete the requirements for either the Business and Accounting Emphasis or the Business Strategy Emphasis. Individuals wishing to earn the Emphasis in Business and Accounting must complete at least 12 units from the Business and Accounting curriculum and at least 4 units from the Business Strategy curriculum. Conversely, individuals wishing to earn an Emphasis in Business Strategy must complete at least 12 units from the Business Strategy curriculum and at least 4 units from the Business and Accounting curriculum. A maximum of 2 Internship units (X498 and X499) can be used towards the 16 units required for certificate completion.

Business and Accounting

Econ X430.01	Introduction to Accounting Information Systems	1 unit
Econ X430.10	Business and Financial Fraud (preview this spring)	1 unit
Econ X430.11	Forensic Accounting	1 unit
Econ X430.12	International Accounting	1 unit
Econ X430.13	Topics in Financial Statement Analysis	2 units
Econ X430.20	Personal Income Tax Preparation	2 units
Econ X430.30	Accounting Ethics	2 units
Econ X430.31	Accountants' Professional Responsibilities	2 units
Econ X430.40	Business Law – Accountants' Liability and Malpractice	1 unit
Econ X430.41	Business Law – Litigation	1 unit
Econ X430.42	Business Organizations and Formation	1 unit
Econ X430.80	Industry Studies: Public Accounting	1 unit
Econ X430.81	Industry Studies: Accounting and Management	1 unit
Econ X430.98	Accounting Internship Seminar	2 units

Business Strategy

Econ X430.50	Asset Valuation for Business and Management	1 unit
Econ X430.51	Investment Strategies – Risk and Diversification	1 unit
Econ X430.52	Behavioral Finance	1 unit
Econ X430.53	Finance for Business and Administrators	1 unit
Econ X430.55	Business Real Estate Investing and Forecasting	1 unit
Econ X430.60	Business Pricing Strategy	1 unit
Econ X430.61	Business Location Strategy	1 unit
Econ X430.62	Strategic Marketing	1 unit
Econ X430.63	Incentives and Human Resources Management	1 unit
Econ X430.64	Business Leadership and Conflict Management	1 unit
Econ X430.65	Business Communications and Etiquette (preview this spring)	1 unit
Econ X430.66	Social Responsibility of Business	1 unit
Econ X430.82	Industry Studies: Finance	1 unit
Econ X430.83	Industry Studies: Marketing	1 unit
Econ X430.99	Business Internship Seminar	2 units

Courses taught by: Kelly Bedard, Cynthia Benelli, Joan Giovannone, Brian Grey, Coby Harmon, John Hartman, Doug Kulper, Don Loster and Peter Rupert