



**SPECIALIZED
STUDY PROGRAM**

INTRODUCTION TO BUSINESS MANAGEMENT

*PREPARE FOR BIGGER
OPPORTUNITIES*

Learn how to lead for today's work environment, focus on your strengths, and understand where you might fit in.

- Study the functional business areas, including management, finance, and information systems, from a global, ethical, and social standpoint
- Understand methods for balancing corporate culture, operations, and strategy for effective leadership
- Learn about cultural intelligence (CQ), adaptability techniques, international presence, and diversity

Start building your future. Enroll now.
extension.ucr.edu

UCR | Extension
Professional Studies

SPECIALIZED STUDY PROGRAM IN THE

INTRODUCTION TO BUSINESS MANAGEMENT

ONLINE PROGRAM

“Supporting individuals in keeping pace with the changing requirements of the modern work environment is at our core. Collaboration, partnership, and community drive us to provide accessible, affordable education, and training for working adults. Whether you are an individual looking to advance your career, or an organizational leader interested in investing in your workforce, we are here for you.”

—Kasey Wilson, Ed.D.

Director of
Professional Programs
UCR Extension
Riverside, CA

LEARN NOW TO LEAD LATER

As a new graduate entering the workforce, learning how to properly navigate different business areas and be an effective leader, can dramatically increase your chances of early and long-term success. Supplement your degree with this specialized study program and give your future a head start.

Using a textbook and case study analysis, discover the different business areas, such as human resources, marketing, and information systems. Understand how to approach each from a global, ethical, and social perspective. Use self-reflection and self-assessment to develop a digital portfolio focusing on your strengths and interests. Learn about the underlying conceptual integration of company culture, operations, and strategy and how the balance of all three impacts effective leadership. Discover strategies for enhancing your cultural intelligence (CQ) and how to build it in employees. Take your understanding of leadership and business strategies and be ready to use your portfolio and certificate for bigger job prospects.

WHAT YOU'LL LEARN

- An introduction to various business areas, such as management, human resources, and finance
- Self-reflective methods for identifying strengths and interests
- Development of a personal digital portfolio showcasing your aptitude
- Analysis of key management strategies and how they work together
- Cultural intelligence (CQ) and how to establish and expand it in employees

WHO CAN BENEFIT

This program is designed for new non-business graduates looking to expand their understanding of business management before starting a career. New graduates who want to identify their business area of specialty are also encouraged to apply.

ADMISSION

Take individual courses or fulfill all of the requirements to complete your UCR Extension certificate. Whichever you choose, you will gain the personal power that comes through learning new skills. Be assured that you are receiving education that is backed by the UC tradition of excellence.

HOW TO EARN THIS AWARD

Individuals must complete a total of 6 quarter units, with a grade of C or better.

ESSENTIALS OF BUSINESS MANAGEMENT 3 UNITS

STRATEGIC LEADERSHIP FOR A CHANGING WORLD 3 UNITS

- This program can typically be completed within 3 months.

PROGRAM INFORMATION

Prices, requirements and courses are subject to change. For the most up-to-date information:
Phone: 951.827.4105
Email: prodev@ucx.ucr.edu
Website: extension.ucr.edu



Extension
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