# APPLIED LEADERSHIP AND BUSINESS MANAGEMENT CERTIFICATE

## Purpose

The purpose of the Applied Leadership and Business Management Certificate is to provide learners with the skills and knowledge necessary to transition into leadership and management roles in a wide range of workplace settings, as well as to provide practical training for those already working in leadership and management positions. The program is designed to meet the needs of a variety of learners by introducing, developing, and applying key competencies related to leadership and management, as well as specific business principles such as HR management, ethics, sales, and marketing. In addition, the program includes a set of elective course options in Ecommerce, small business, and communication, as well as skill courses in leadership and coaching.

## Duration

This part-time program can be completed over 2 years. Courses are offered during the evening and on weekends.

Maximum time for completion: 3 years.

## Learning Outcomes

Upon successful completion of this program, graduates will be able to:

- Communicate effectively as a manager, coordinator, or leader
- Demonstrate leadership competencies in a variety of settings
- Employ appropriate decision making and evaluation practices
- Apply sales and marketing principles
- Act ethically and professionally in regard to relevant stakeholders and the environment
- Apply critical thinking and problem solving techniques to make sound leadership and management decisions
- Utilize basic accounting principles in the operation of a business or organization
- Apply human resources processes and systems in both small and large organizations
- Manage client, customer, and stakeholder relations

None.

## Program Requirements

| Code | Title | Credits |
|---|---|---|
| **Core Courses (9 credits)** | | |
| LEAD 1201 | Intro to Business Management | 1.5 |
| LEAD 1202 | The Fundamentals of Leadership | 1.5 |
| LEAD 1203 | Sales/Marketing Fundamental | 1.5 |
| LEAD 1204 | Foundations of HR Mgmt | 1.5 |
| LEAD 1205 | Ethics in Business | 1.5 |
| LEAD 1206 | Finance/Accounting Fundamental | 1.5 |
| Electives (9 credits) | | 9 |
| **Total Credits** | | **18** |

**Electives -** Students may take any of the following courses. Students who successfully complete all courses in a specialized area will receive an Award of Achievement in that specialization. Students may complete any number of Awards of Achievement but only require all core courses and nine (9) credits in electives to complete the Applied Leadership and Business Management Certificate.

| Code | Title | Credits |
|---|---|---|
| **Business Communication and Project Management Electives:** | | |
| LEAD 1207 | Interpersonal Communication | 1.5 |
| LEAD 1208 | Communicating in the Workplace | 1.5 |
| LEAD 1209 | Project & Change Management | 1.5 |

| Code | Title | Credits |
|---|---|---|
| **Leadership Skills Electives:** | | |
| LEAD 1210 | Reflective Leadership | 1 |
| LEAD 1211 | Public Speaking & Narratives | 1 |
| LEAD 1212 | Workplace Cult. & Org. Success | 1 |
| LEAD 1216 | Lead Conflict to Collaboration | 1.0 |

| Code | Title | Credits |
|---|---|---|
| **Coaching Skills Electives:** | | |
| LEAD 1213 | Essential Coaching Skills Lead | 1.0 |
| LEAD 1214 | Leadership Coach Next Level | 1.0 |
| LEAD 1215 | Coach Your Team for High Perf | 1.0 |

| Code | Title | Credits |
|---|---|---|
| **Small Business Administration Electives:** | | |
| SMBU 1201 | Entrepreneurship for Small Bus | 1.0 |
| SMBU 1203 | Operations for Small Business | 1.0 |
| BUSI 1334 | Foundations of Business | 3 |

| Code | Title | Credits |
|---|---|---|
| **Ecommerce Electives:** | | |
| ECOM 1001 | Developing Ecommerce | 1 |
| ECOM 1002 | Maintaining Ecommerce | 1.5 |
| ECOM 1003 | Growing Ecommerce | 2 |

## Evaluation of Student Learning

Evaluation will focus on assessments directly related to an individual student's context and goals.

Students must have a minimum GPA of 'C' (2.00) in order to graduate.

To achieve the Applied Leadership and Business Management Certificate, students must successfully complete all of the six core courses listed below (total 9 credits) and must complete 9 credits of elective courses for a total of 18 credits.

Students may also complete one or more Awards of Achievement in a number of specialization areas as described below:

- To achieve an Award of Achievement in Business Communication and Project Management, students must complete the following courses: Interpersonal Communication & Relationships, Communication in the Workplace, and Project and Change Management.
- To achieve an Award of Achievement in Leadership Skills, students must complete the following courses: Reflective Leadership, Public

Speaking and Strategic Narratives for Leaders, Workplace Culture and Organizational Success, and Leading from Conflict to Collaboration.

- To achieve an Award of Achievement in Coaching Skills, students must complete the following courses: Essential Coaching Skills for Leaders, Taking Your Leadership Coaching to the Next Level, and Coaching Your Team for High Performance.
- To achieve an Award of Achievement in Small Business Administration, students must complete the following courses: Entrepreneurship for Small Business, Operations for Small Business, and Foundations of Business.
- To achieve an Award of Achievement in Ecommerce, students must complete the following courses: Developing Ecommerce, Maintaining Ecommerce, and Growing Ecommerce.

# Prior Learning Assessment and Recognition (PLAR)

Prior learning assessment and recognition is not available for this program.

# Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from letter grades as follows:

# Grading Standard

| Grade | Percentage | Description | Grade Point Equivalency |
|---|---|---|---|
| A+ | 96-100 | | 4.33 |
| A | 91-95 | | 4.00 |
| A- | 86-90 | | 3.67 |
| B+ | 81-85 | | 3.33 |
| B | 76-80 | | 3.00 |
| B- | 71-75 | | 2.67 |
| C+ | 66-70 | | 2.33 |
| C | 61-65 | | 2.00 |
| C- | 56-60 | | 1.67 |
| D | 50-55 | | 1.00 |
| F | 0-49 | Failing Grade | 0.00 |
| S | 70 or greater | Satisfactory – student has met and mastered a clearly defined body of skills and performances to required standards | N/A |
| U | | Unsatisfactory – student has not met and mastered a clearly defined body of skills and performances to required standards | N/A |
| I | | Incomplete | N/A |
| IP | | Course in Progress | N/A |
| W | | Withdrawal | N/A |
| **Course Standings** | | | |
| R | | Audit. No Credits | N/A |
| EX | | Exempt. Credit Granted | N/A |
| TC | | Transfer Credit | N/A |

# Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.

2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.

3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.