



University of
Massachusetts
Lowell

Pasteur Hall 303
One University Avenue
Lowell, Massachusetts 01854
Tel: 978.934.2848
Fax: 978.934.4017
e-mail: mba@uml.edu

Foundations of Business Graduate Certificate [MGFB]

Recommended Coursework: Microeconomics and Statistics (not required)

Foundation Core courses: 12 credit hours (6 courses – 2 credit hours each – 8 weeks long)

ACCT.5010 Financial Accounting is an introduction to financial accounting within the context of business transactions and business decisions. This course is a broad introduction to using accounting information from the user's perspective with little emphasis on traditional debits, credits, journal entries and ledgers. Emphasis is placed on preparing and understanding financial statements.

FINA.5010 Business Financial Analysis introduces students to the finance function in a firm. Students are exposed to a variety of analytical techniques and to theory applied to financial decision making. Study will include effects of major financial decisions such as investment, financing and dividends on the value of a firm, in the light of their risk-return relationship under the assumption that the maximization of shareholder wealth is the goal of management. [Prerequisite: ACCT.501]

MKTG.5010 Marketing Fundamentals describes how marketing strategies and plans of a competitive enterprise are formulated, implemented, and adjusted over time. Behavioral, quantitative, and environmental aspects of forces affecting marketing decisions are examined.

POMS.5010 Operations Fundamentals provides students with an introduction to operations management and operations analysis. The latter furnishes the student with a set of quantitative tools that are useful in designing and operating the former. These techniques are also generally applicable to other functional areas/courses within the MBA program.

MGMT.5010 Organizational Behavior introduces students to management and organization behavior. Its general purpose is to study and understand the behavior of individuals and groups in organizations. It is directed toward behavioral action components and emphasizes the close relationship between the study of organizational behavior and the practice of management.

MGMT.5110 Global Enterprise and Competition is an integrated investigation of global competitive issues to help students understand the processes of organization and technological innovation that permit businesses to achieve competitive advantages in a global environment. This course also deals with the nature and techniques of industry analysis necessary to the formulation of effective global strategy for the firm. [Prerequisite: ACCT.5010, FINA.5010, MKTG.5010, POMS.5010 and MGMT.5010]