

BUSINESS ESSENTIALS

SPS Certificate website: <https://sps.northwestern.edu/undergraduate-certificate/business-essentials/index.php> (<https://sps.northwestern.edu/undergraduate-certificate/business-essentials/>)

The Business Essentials certificate is designed to enable students to learn about the basic principles of business in a real-world context. Foundational courses in accounting, economics, finance, and marketing, provide students with an understanding of essential business principles and practices.

Certificate Offered

- Business Essentials, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/business-essentials/business-essentials-certificate/>)

Business Essentials Courses

ACCOUNT 201-DL Introduction to Financial Accounting (1 Unit)

Introduction to the financial accounting process, including the identification, recording, and communication of accounting information to external users. Generally Accepted Accounting Principles (GAAP) and how their framework fosters the relevance and reliability of financial statements.

ECON 201-DL Introduction to Macroeconomics (1 Unit)

Introduction to Macroeconomics.

FINANCE 202-DL Introduction to Finance (1 Unit)

Introduction to the basic concepts and models used in finance.

Prerequisite: MATH 101-CN, STAT 202-CN, or college algebra, statistics, financial accounting, microeconomics, and macroeconomics, or equivalents. Carries business credit.

MKTG 201-DL Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.