



CSUN[®]

CALIFORNIA
STATE UNIVERSITY
NORTHBRIDGE

GRADUATE CERTIFICATE IN

BUSINESS ADMINISTRATION

A certificate program designed for busy adults.





Table of Contents

[Program Overview](#)

[Program Features](#)

[Why Choose This Program?](#)

[Distinction in Accreditation](#)

[CSUN: A Leader in Online
Graduate Education](#)

[Alumni](#)

[Curriculum](#)

[Course Highlights](#)

[Distinguished Faculty](#)

[Supporting the Educational Success
of Midcareer Professionals](#)

[Admission to the Program](#)

[Contact Us](#)



**Gain Essential Knowledge
from a Nationally Recognized
Business-Education Leader**

All GCBA courses focus on foundational coursework in core business disciplines and are taught by faculty from CSUN's David Nazarian College of Business and Economics, which is listed among The Princeton Review's "Best Business Schools."



Program Overview

Designed for working professionals with undergraduate degrees in fields other than business, CSUN's Graduate Certificate in Business Administration (GCBA) program focuses on the development of essential business-management skills. Upon completion of the program, students will be capable of increasing productivity and achieving enhanced results in virtually any business environment.

The GCBA program consists of six courses and takes only one year to complete. The program is a practical tool-kit for immediate, sustained success on the job and also provides excellent preparation for CSUN's Master of Business Administration (MBA), which is ranked among the nation's best among part-time programs by "U.S. News & World Report."

As required by federal law, [Gainful Employment Disclosure](#) is provided for the Graduate Certificate in Business Administration program.

Program Features Designed to Meet the Needs of Busy Professionals

- **Choose how you attend:** How you attend is up to you – go to campus one week, and connect online the next.
- **Cohort-format delivery:** Students progress through the program as a group, ensuring on-time completion and maximizing interaction and networking with faculty and fellow students.
- **Exceptional support services:** Students are assigned a program manager, who handles all administrative matters from application to graduation for each cohort, freeing students to concentrate on their coursework and careers.
- **Pathway to an MBA:** Based on validation studies showing that students who excel in the GCBA go on to excel in the MBA program, the CSUN MBA admission GMAT requirement is waived for students who have earned a grade of B or better in each GCBA course.



*CSUN is the intellectual,
economic and cultural
heart of the San Fernando
Valley and beyond.*



Why Choose This Program?

- Taught by distinguished business professionals, CSUN's GCBA provides an essential knowledge base, applicable to any business enterprise or endeavor.
- All coursework is designed to enable participants to grow not only within their current employment situations but also to be successful in their own business enterprises.
- As noted previously, this program is also excellent preparation for success in an MBA program.
- The critical-thinking and problem-solving skills developed in the GCBA program can be applied to the identification and prioritization of business-related issues in virtually any field.
- The program cultivates advanced professional marketing and promotional skills.

Distinction in Accreditation

California State University, Northridge is accredited by The Western Association of Schools and Colleges (WASC), a regional institutional accrediting body, recognized by the U.S. Council of Higher Education and Accreditation. In 2012, the WASC Commission stated, "The Commission commends CSUN for becoming a model learning organization characterized by collaborative and evidence-based planning, decision making and problem solving. Among its accomplishments during this review are its deep understanding of the characteristics and needs of CSUN students, which has led to programs and activities that promote student success. As noted by the team, the foundation at CSUN could not be stronger." Visit the [University Accreditation](#) web page for more information.



**Watch: Graduate Certificate in
Business Administration**



Each year, CSUN's online programs receive national recognition for their innovative curriculum, instruction and methods.



CSUN: A Leader in Online Graduate Education

CSUN is a model institution for cultural diversity and rigorous scholarship in Greater Los Angeles and beyond. Here, students combine academic pursuits with hands-on experience to assemble the robust skills needed to thrive in today's global economy.

Each year, CSUN's online programs receive national recognition for their innovative curriculum, instruction and methods. All online curriculum is designed by the same distinguished faculty and leading practitioners as on-campus programs. This approach ensures that each course, whether on-campus or online, is held to the same high standards of academic excellence and student achievement.

CSUN's award-winning online programs are developed through a strong collaboration between faculty, instructional design teams and technical professionals. This partnership creates an engaged online learning community and adds enormous flexibility to the demanding personal and professional lives of participants.

Faculty receive individualized training and ongoing support to ensure smooth and effective use of online educational technology. CSUN's professional distance-learning staff also provides training and start-to-finish technical support to students in online degree programs.

Education-technology specialists, assigned to each online program and cohort, develop strong working relationships with those enrolled. This real-world support comes from actual people on the CSUN campus, and not just at a "virtual help desk," who remain fully committed to student success from day one until graduation.

Alumni

CSUN alumni create a network of connections in California, across the nation, and around the globe. When choosing a university, it is useful to know that others who have earned their degree at that university have achieved success and often rise to leading roles in their chosen fields. Graduating from CSUN will make you a part of an extensive network of over 200,000 alumni that will build relationships for continued professional success.

Advantages of the Carefully Crafted Curriculum

CSUN's University Certificate in Business Administration features a carefully crafted curriculum, specifically designed for delivery in the cohort format. Listed in the order of presentation, the following courses are purposefully sequenced to ensure that

Later courses build on earlier ones to provide a powerful, cumulative learning experience and a fully integrated program of study.

COURSE LIST (6 courses, 18 units)

- BLAW 508 | Business Law
- SOM 591 | Business Analytics Foundation
- ACCT 501 | Financial Accounting
- FIN 502 | Managerial Finance
- ECON 500 | Survey of Economics
- GBUS 593 | Management/Marketing Seminar

Course Highlights

BLAW 508 | Business Law

Prerequisite: Graduate standing. Study of the role of law in business, including the study of legal institutions and their role in facilitating and regulating business. Includes a study of the legal system, civil litigation, torts, and the formation and performance of contract, agency and employment law, the various forms of business organizations and securities law.

SOM 591 | Business Analytics Foundation

Statistical methods and stochastic models to support decision making by managers. Topics include: exploratory data analysis, probability distributions and assessment, expected value, variation, estimation of means and proportions, hypothesis testing for one and several populations, F test, chi square test, simple and multiple regression and correlation, time series and forecasting, decision trees, waiting lines and simulation. Applications in service organizations and small businesses are provided along with applications for production organizations and large businesses. A key element is a group project involving the application of one or more course topics to a current business problem.

ACCT 501 | Financial Accounting

Prerequisite: Admission to a Nazarian College of Business and Economics graduate program or consent of instructor. Study of financial reporting principles, structure of the balance sheet, income statement and statement of cash flows. Measurement principles for assets; liabilities and stockholders' equity; revenue and expenses. Covers management's responsibility for full and fair disclosure of financial information.

FIN 502 | Managerial Finance

Prerequisite: ACCT 501. Examination of the financial decision making process. Topics include the analysis and interpretation of financial statements, ratio analysis, financial forecasting and budgeting, financial markets, working capital management, valuation, capital budgeting, sources of capital and capital structure, dividend policy, and the management of risk and return in an international context.

ECON 500 | Survey of Economics

Survey of the tools, concepts, and techniques that economists use to analyze the behavior of firms, consumers, markets, and entire economies. Microeconomic topics include game theory and market structure. Macroeconomic topics include determinants of GDP, economic growth, and the role of the Federal Reserve.

GBUS 593 | Management/Marketing Seminar

The seminar integrates the fields of marketing and management and draws on previous coursework to give students a basic understanding of business strategy. The course will provide an overview of marketing, management and business strategy theory. Business strategy cases and simulations will be used to help students apply the concepts taught in this course and those in their previous certificate courses.



Money Magazine ranked CSUN 45th out of 739 in its national list of The Best Colleges in America Ranked by Value (2020).



Best Colleges



Distinguished Faculty

The quality of the faculty and its commitment to teaching midcareer professionals are first and foremost. Exceptional scholars join the CSUN faculty because they value teaching.

With many providers of education flooding the market today, someone considering finishing a baccalaureate may have difficulty making the right choice. The faculty's combination of traditional scholarship and applied research puts CSUN in a position to offer midcareer professionals the advantage of advanced education rooted in the realities of practice and the challenges facing professionals and organizations today.

Faculty and practitioners confer to structure the curriculum in a way that gives students multiple perspectives, including new knowledge in the field, integrating experience into their education, and preparing them for advanced roles in their professions and thought leaders in their fields. Faculty bios can be read on the [Faculty web page](#).

Mu-Sheng Chang, Ph.D.

Professor of Finance, Financial Planning, and Insurance

Valerie Flugge Goyer

Professor of Business Law

Amir Gharehgozli, Ph.D.

Assistant Professor of Systems and Operations Management

Sanjay Jain

Professor of Management

Anton Lowenberg, Ph.D.

Professor of Economics

Leah Marcal, Ph.D.

Professor of Economics

Thomas Lee Wedel, Ph.D.

Professor of Systems & Operations Management

Sung Wook Yoon, Ph.D. CPA

Professor of Accountancy

Zhong-Guo Zhou, Ph.D.

Professor of Finance, Financial Planning, and Insurance



CSUN is included in the Forbes 2019 "America's Best Value Colleges" list.

Forbes



The Advantages of CSUN's Approach to Supporting the Educational Success of Working Professionals

Starting a degree program is a big step, but – for working adults – the real value is in completing the program. That is why CSUN focuses on providing the outstanding student support services that ensure participants meet their educational goals and succeed in graduating. We recognize that midcareer professionals undertaking advanced professional education need to focus on their academic work to be successful in the program. This recognition prompted the development of a level of support services rare among public universities.

Students should not have to spend time trying to figure out and navigate the university's administrative systems. With that in mind, the program coordinator assigned to each cohort works with students from the point of application through graduation. This practice ensures that each student will have direct personal support with a specific person to email or call with any questions or concerns at any time during the program. Each program coordinator is also a proactive part of the cohort experience, providing ongoing information, regular reminders and consistent encouragement.

CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.

Each degree program also has an assigned academic lead. This is a faculty member with specific responsibilities for coordinating the work of the faculty teaching in the program and responding to academic questions students may have that go beyond the scope of an individual course. Participants in each cohort know their academic lead well and can take advantage of this resource for guidance whenever they face an academic challenge.

With this approach, CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.



Admission to the Graduate Certificate Business Administration program

To be admitted to the GCBA Program, applicants must possess:

- At least one year of suitable professional work experience
- A Bachelor's degree from a regionally accredited institution
- No less than a 2.5 GPA in the last 60 semester/90 quarter academic units attempted, independent of when the bachelor's degree was granted. The entire academic term in which the 60-90 units began will be used in this calculation. Postgraduate course work is included in the calculation only if it consists of standard academic offerings at the upper-division level (third year/junior level or above). Nonstandard credit offerings (professional training, CEU courses, non-degree or other professional credit) are not included in the calculation. Participants with less than a 2.5 GPA will not be considered for the program.
- In addition, international students must possess the required English language skills (see below).

For more information, please visit [Admission Requirements](#) web page.

Required English-Language Skills for International Students

For Non-U.S. Degree and International Students Only

If a graduate applicant has earned a bachelor's or master's degree from a college or university outside the U.S., then an English language proficiency exam may be required. Please visit the [Admission Requirements web page](#) for more information.

Learn more about the Tseng College [Intensive English Program \(IEP\)](#).

For More Information

(818) 210-3063

programs@csun.edu

Learn More