

## Graduate Business Foundation Certificate

### Student Learning Outcomes

Upon completion of the Graduate Business Foundation Certificate, the graduate will be able to do the following:

1. Demonstrate knowledge of aggregate economic activity including national income, price level determination, and economic growth.
2. Distinguish the primary financial statements and their purposes in an annual report including evaluation of performance via financial ratios.
3. Use time value of money concepts to evaluate alternative financial decisions including risk and return.
4. Demonstrate and apply knowledge of concepts and principles of management and marketing.
5. Demonstrate knowledge of the principles of e-Business systems planning, development, and implementation.

*Find out more about the Graduate Business Foundation Certificate at UWF: <http://uwf.edu/cob/departments/mba/>*