



Program Basics



Proposal Details

Program Requirements

AND

BUSN051 - Introduction to Business	3
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AND

BUSN056 - Marketing Principles	3
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AND

BUSN066 - Human Relations in Business	3
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AND

BUSN078 - Business Communication	3
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Program Outcomes

WV Business Certificate of Achievement

PSLO	Performance
Research and write strategic business and marketing plans.	0
Apply introductory business theories and concepts to research and analysis.	0
Utilize mathematical skills to solve business math problems.	0
Demonstrate critical thinking skills for analyzing legal and business cases.	0
Develop and prepare team based projects and professional business presentations.	0