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## **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, ( ) Tj EM TJ [7(pl)] TJ [-3(e)] TJ [ 0 Td EMC /Ao65erequisite:na