

EDUCTIVE - UCLA Extension

CF 120 GBS CERTIFICATE WITH CONCENTRATION IN MARKETING

The General Business Studies Certificate CF 034 with Concentration in Marketing is a 36-unit program offered by the Department of Business, Management, and Legal Programs and is intended for individuals whose unique personal interest or profession requires them to take a series of courses in management with a focus on marketing.

Requirements:

Persons who have previously satisfied the requirements for another UCLA Extension certificate are eligible to apply a maximum of four courses from that program to the Certificate in General Business Studies. Courses taken at other universities are not transferable.

Courses

Ethics (1 course from the following list)	Units
MGMNT X 423.422 Ethics in Accounting The business scandals of recent years have highlighted the importance of ethical behavior in the accounting profession. This course covers the elements necessary to make proper ethical decisions by first defining what ethics are and then identifying the questions that need to be asked in everyday business practices. Key ethical standards specific to the accounting profession are explored, highlighting the unique role of the accountant both as "trusted advisor" to his/her client and the (often conflicting) role of "reporter" of financial information to the marketplace and governmental agencies. The course begins with a study of the earliest models of business ethics through today's professional requirements of the AICPA Code of Professional Conduct, the State Board of Accountancy, and other regulatory agencies. Instruction includes writing assignments, classroom lecture, and presentations based on assigned readings. Students leave the course with a better overall understanding of the challenges of ethical business practices.	4.00
MGMNT X 460 Ethics in Marketing and Advertising This course introduces the student to the role of ethics in marketing in the U.S. and global economy. Students examine concepts, behaviors, practices, and challenges relevant to the process of planning and implementing the marketing practice and creating value via ethical processes, systems, and strategies. Topics include ethical promotion and pricing strategies, marketing research, and marketing implementation.	2.00
MGMNT 833.379 Ethics in Personal Financial Planning This seminar begins with exploring elements of ethical decision making and conduct from a more general perspective by examining the key definitions, issues, and theories of business ethics. From there it moves on to ethical decision making and conduct specific to the financial planning profession, including a review of the Investment Advisors Act of 1940, Dodd-Frank Regulations and SEC and FINRA rules and disciplinary history. The balance of course time is spent reviewing the CFP Code of Ethics, Practice Standards, Disciplinary Processes and Procedures, Sanctions and other Disciplinary outcomes and, the Fitness Standards. The unique role of the financial planner as a trusted advisor with the responsibility and requirement of working with clients "with utmost good faith and in a manner reasonably believed to be in the best interest of the client" is emphasized throughout.	-

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MGMNT 859.50 Ethics for Human Resources Professionals

Today's HR professionals function as a key source of ethical awareness for managers and employees in the companies they serve. This course heightens awareness of when integrity and an understanding of ethical issues are required, not only when advising others, but also when addressing the issues they themselves face. Instruction enables participants to recognize the parts of their job in which ethical issues are most likely to be experienced; employ practical techniques to develop solutions, evaluate their impacts, and decide on a course of action; understand the impacts of cultural and organizational pressures to conform; identify when to escalate issues and to whom; know the early warning signals of conflict between personal and work values; and assess how to maintain personal integrity. Business experience and case studies create a basis for discussion. Participants develop a toolkit with practical information and techniques to use in their work places.

MGMNT 891.02 Business Ethics

We face an increasing number of ethical issues in the business world and in our personal lives. The business scandals of recent years have highlighted the importance of ethical behavior in the business environment. For CEOs and all business professionals, a solid ethical foundation must be the basis from which one builds a business career. This seminar covers the elements necessary to make ethical decisions by defining the key definitions, issues, and theories of business ethics. Through class discussions and case studies, students explore the theoretical foundations of business ethics and learn how to develop an ability to recognize and address ethical questions. Practical applications of business ethics--including a review of ethical responsibilities and relationships between organizational departments, management, and the public--are also discussed. You leave the seminar with a better understanding of the challenges of ethical business practices.

Electives

Candidates must complete 36 units of coursework within the academic disciplines of Management or Communications. All courses must be numbered X 1-199 or X 400-499 and (for this concentration) at least 16 of the required units must be from the field of marketing. In addition, students must successfully complete one of the designated ethics courses at any time during the program.