

POST-BACCALAUREATE CERTIFICATE IN BUSINESS FUNDAMENTALS

Web Site: <https://twu.edu/business/post-baccalaureate-certificates/post-baccalaureate-certificate-in-business-fundamentals/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theceb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Apply business theory and tools to solve business problems.
- b. Compile and analyze information for decision making in business processes.
- c. Manage and determine the best practices for managing customer and employee relations.