

Business Fundamentals Certificate Program

Presented by the **Graduate School of Management** and **Department of Viticulture and Enology**, this innovative series has been designed to provide you with a solid foundation of understanding in five key business areas: **Managerial Accounting, Finance, Marketing, Strategy** and **Human Resources**.

available
Winter
2019

A flexible program that is:

- Primarily online
- Delivered by UC Davis Graduate School of Management faculty and viticulture and enology industry experts
- Three required in-person sessions to reinforce learning and encourage collaboration
- Analysis of real-world viticulture and enology business scenarios with presentations on the final Saturday

PROGRAM OVERVIEW

DAYS 1-21 online	DAY 22 IN PERSON 02/02/19	DAYS 23-43 online	DAY 44 IN PERSON 02/23/19	DAYS 45-65 online	DAY 66 IN PERSON 03/16/19
Managerial Accounting (2 Topics)	8-hour hands-on practice & discussion Held at UC Davis Gallagher Hall	Managerial Accounting (2 Topics)	8-hour hands-on practice & discussion Held at UC Davis Gallagher Hall	Managerial Accounting (2 Topics)	Industry capstone case study Held at UC Davis Gallagher Hall
Finance (2 Topics)		Finance (2 Topics)		Finance (2 Topics)	
Marketing (2 Topics)		Marketing (2 Topics)		Marketing (2 Topics)	
Strategy & HR (2 Topics)		Strategy & HR (2 Topics)		Strategy & HR (2 Topics)	

REGISTRATION

The registration fee for this program is **\$4,000**.

- Fee includes all online and face-to-face program sessions, meals, materials and education fees. Face-to-face sessions attendance is mandatory.
- **Scholarships available to the first 25 UC Davis students registered**, because of generous donations from Zaiss Ventures and Michael Fitzsimons Fund.
- Contact Natalie Hull-Frazier to register: nfrazier@ucdavis.edu or (530) 752-6840.