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.

A flexible program that is:
- Mostly online
- Delivered by UC Davis Graduate School of Management faculty
- Two in-person sessions to reinforce learning and application
- A final case competition featuring a real-world scenario highlighting your industry

PROGRAM OVERVIEW

<table>
<thead>
<tr>
<th>DAYS 1-21 online</th>
<th>DAY 22 IN PERSON 02/02/19</th>
<th>DAYS 23-43 online</th>
<th>DAY 44 IN PERSON 02/23/19</th>
<th>DAYS 45-65 online</th>
<th>DAY 66 IN PERSON 03/16/19</th>
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<tbody>
<tr>
<td>Managerial Accounting (2 Topics)</td>
<td>8-hour hands-on practice &amp; discussion</td>
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<td>Managerial Accounting (2 Topics)</td>
<td>Industry capstone case study</td>
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<td>Finance (2 Topics)</td>
<td>Held at UC Davis Gallagher Hall</td>
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<td>Marketing (2 Topics)</td>
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<tr>
<td>Strategy &amp; HR (2 Topics)</td>
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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 are available to the first 25 students registered** because of generous donations from Zaiss Ventures and Michael Fitzsimmons Fund.
- Contact Natalie Hull-Frazier to register: nfrazier@ucdavis.edu or (530) 752-6840.

[www.ucdavis.edu/webaddress](http://www.ucdavis.edu/webaddress)