

# CERTIFICATE IN BUSINESS FUNDAMENTALS

N SESSIONS: 75

The Certificate in Business Foundations is the perfect add-on to your non business bachelor's degree, helping you build a strong understanding of the core principles of accounting, management, marketing, and leadership.

This is a comprehensive hands-on certificate that will enhance your studies and give you the business acumen you need to boost your career opportunities.

The Certificate in Business Fundamentals has been meticulously designed to provide you with the essential knowledge and skills needed to navigate the complexities of modern business.

The study plan consists of four courses of 15 sessions each, plus a practical final project.

Beginning with Accounting for Decision-Making, a course that will boost your understanding of fundamental accounting principles as well as financial information analysis, you'll move on to Marketing 101 and cover core concepts and strategies essential for anyone planning to enter the world of marketing and brand-building.

The next course, Foundations of Strategy, explores wide-ranging topics that include strategic planning, competitive analysis, and business strategies. And in the fourth course, Building & Leading Effective Teams, you'll develop the highly sought-after soft skills needed to create, lead, and manage high-performing teams.

The final capstone project brings together everything you've learned in a hands-on, real-world project for a real business. The experience you'll gain in this project, coupled with the business acumen you'll sharpen throughout the program, will give you a head start in today's competitive job market.

## COURSES:

- |  |            |
|--|------------|
| - Accounting for decision making       | 15 session |
| - Marketing 1o1                        | 15 session |
| - Foundations of strategy              | 15 session |
| - Building and leading effective teams | 15 session |
| - Capstone project                     | 15 session |

TOTAL ECTS: 15 ECTS

## **BUSINESS FUNDAMENTALS CERTIFICATE ACCOUNTING FOR DECISION MAKING**

AREA: Management and control

N SESSIONS: 15

Professor: Lucía Egea

E-mail: [legea@faculty.ie.edu](mailto:legea@faculty.ie.edu)

### **Professor Bio**

Professional with 20 years of international experience at C-level in EdTech, Finance, Business Development, Audit, Strategy and Start ups, that she enjoys sharing in her seminars. She has performed across the value chain: FMCG, Pharma, Telecom, Manufacturing, Consulting and Education domains getting a holistic overview of the business.

Expert in blended education, she has more than 10 years experience in the online teaching field.

Graduated cum Laude in business studies and number 1 Executive MBA at IE Business School, her professional background has been developed internationally in Latam, Europe and the US, where she has lived more than 7 years. Director of EDEM University Centre from 2012 till 2020, she strongly promoted change and growth in the institution.

At the present moment all her energy is concentrated in 2 main fields: design thinking and sustainable corporate development; and a new venture that pretends to bring positive disruption to the way families recover and recycle plastics ([www.contenedorblanco.com](http://www.contenedorblanco.com))

Mother of 2 and marathon runner, she is bilingual English / Spanish and fluent also in German.

### **PROGRAM**

Over the course of 15 sessions, the Accounting for Decision Making program delves into essential accounting principles and their application in strategic decision-making processes.

With a focus on adapting to uncertain business contexts, participants delve into the basics of accounting, including the accrual accounting concept, revenue recognition, and matching principles.

Through interactive sessions, attendees learn to interpret financial statements such as Balance Sheets, Income Statements, and Statements of Cash Flows, gaining essential insights into a company's financial health and performance.

The course equips participants with tools for financial analysis, enabling them to assess the viability and sustainability of business operations. Additionally, a deep dive into the foundations of the Statement of Cash Flows provides a thorough understanding of cash flow management and its implications for strategic decision making.

By the end of the course, participants are empowered to navigate complex financial landscapes, make informed decisions, and contribute effectively to organizational success.

## LEARNING OBJECTIVES

Upon completion of the 15 session program, participants will be able to:

- Understand the framework for making business decisions using information obtained from the main financial statements.
- Identify and describe the key aspects affecting a company's cash generation model.
- Understand the importance of cash flow patterns and connect them with the company's life cycle and strategy.

## METHODOLOGY

The course will consist of lectures, class discussions, group project and presentations based on a real case.

You are expected to participate in class. Sharing your ideas, comments, or experiences with other members of the class will enhance the learning process.

## EVALUATION CRITERIA

Class participation is essential in the learning process required by this course. Intelligent and relevant discussions are expected of each student and it is an important part of the general evaluation of the course. Among other skills, class participation is very important to develop the ability to express and defend one's ideas.

It is required and expected both the previous reading of the materials of each session before the start of the sessions and the previous individual and/or workgroup of the different exercises, cases... when required by the professor.

Lack of attendance impacts negatively in the participation grade. Lack of participation in the sessions cannot help the professors to grade positively the class participation. Unexcused absences will definitely affect your class participation grade.

Criteria	Percentage
Class Participation	40 %
Final Assessment	60 %

Quizzes/Tests. A final quiz/test will be conducted during the course and will be properly announced. The quizzes/tests will be administered online via the IE Blackboard Campus Online. Students are expected to take the quizzes/tests individually and following the IE standards of academic integrity and professional responsibility regulated by the IE Code of Ethics.

# BUSINESS FUNDAMENTALS CERTIFICATE

## MARKETING 101

AREA: Marketing

N SESSIONS: 15

Professor: Dushinka Karani

E-mail: [dkarani@faculty.ie.edu](mailto:dkarani@faculty.ie.edu)

### Professor Bio

Dushinka Karani is a passionate of Marketing. She has been developing marketing strategies and implementing marketing initiatives for more than 25 years. She is an expert in the fields of Marketing & Communications, Digital Marketing, Innovation, Sales, and Trade Marketing, having worked as Marketing Director, Sales Director, Innovation Director for FMCG multinational and local companies.

Dushinka currently works as Global Marketing Director at FundingBox, European leading distributor of funds for deep tech startups and SMEs, helping them to fund and digitally transform themselves and scaling their tech solutions to the most suitable investor, corporate or venture capital.

### PROGRAM

The marketing 101 course offers a comprehensive introduction to the marketing process, with a particular focus on digital marketing strategies. Through readings from Philip Kotler's "Principles of Marketing" and various technical notes and tutorials, participants learn about fundamental concepts such as SWOT analysis, the BCG Matrix, and the Ansoff Matrix.

Face-to-face sessions delve into market segmentation, buyer personas, targeting, and value proposition development. Content also covers implementing the marketing mix, digital marketing techniques, and understanding the customer journey. Sessions include in-class exercises to apply learned concepts practically. The course further explores digital acquisition, conversion, and retention techniques.

Asynchronous sessions conclude with a summary of marketing concepts, a glossary, and discussions on key performance indicators and metrics. Participants undergo online assessments featuring multiple-choice and open-ended questions to evaluate their understanding of the material.

### LEARNING OBJECTIVES

By the time the students finish the course, they should be able to:

1. Differentiate the key elements of a marketing strategy by examining marketing goals, segmentation, targeting, and positioning to generate a value proposition
2. Analyze the omnichannel marketing mix with a customer-centric offline and online approach.

3. Evaluate the various steps & marketing techniques of the customer journey through digital marketing.

## METHODOLOGY

The course will consist of lectures, class discussions, group project and presentations based on a real case.

You are expected to participate in class. Sharing your ideas, comments, or experiences with other members of the class will enhance the learning process.

## EVALUATION CRITERIA

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## **BUSINESS FUNDAMENTALS CERTIFICATE FOUNDATIONS OF STRATEGY**

AREA: Strategy

N SESSIONS: 15

Professor: Carl Koch

E-mail: [Carl.Koch@ie.edu](mailto:Carl.Koch@ie.edu)

### **Professor Bio**

Carl Koch has been teaching Strategic Management in the IE MBA, Master and Doctoral level programs for more than 10 years. Fascinated by matters of cause and effect, his focus is broad but begins with the question of how to encourage managers to act within a climate of change, given their particular industry, and to what extent do financial markets drive companies to implement strategic change.

His work focuses on identifying the fundamental drivers of value in companies as a whole, combining traditional research on the governance of large firms with corporate environmental management. His research shows that while firms may perform better financially when they take care of the environment, shareholders may not always be aware of this, and it is up to managers to communicate and implement the necessary strategies for change.

Koch has worked in industry, for both Unilever and Langnese, in Germany. He holds a PhD and MSc, both in Management, from Wharton Business School, University of Pennsylvania, USA and a Diploma in Business Administration from Philipps Universität, Marburg, Germany. He is a member of the Academy of Management and the Strategic Management Society.

### **PROGRAM**

The Foundations of Strategy course spans 15 sessions over one week, with dedicated group work sessions for selecting a high-growth potential firm and addressing two key questions: why the chosen business is exceptional within the framework of strategic concepts, and how it could enhance its operations further.

The module aims to equip participants with a profound understanding of strategic frameworks crucial for a company's success in the global market.

Objectives include honing participants' ability to analyze industry trends, assess strategic initiatives, and develop a robust decision-making framework.

Through interactive discussions and practical exercises, the course fosters strategic thinking and empowers participants to navigate complex business environments effectively.

## LEARNING OBJECTIVES

By the end of the course, attendees should adeptly apply strategic analysis to business challenges, forecast industry trends, evaluate strategic initiatives, and make informed decisions.

## METHODOLOGY

The course will consist of lectures, class discussions, group project and presentations based on a real case.

You are expected to participate in class. Sharing your ideas, comments, or experiences with other members of the class will enhance the learning process.

## EVALUATION CRITERIA

Class participation is essential in the learning process required by this course. Intelligent and relevant discussions are expected of each student and it is an important part of the general evaluation of the course. Among other skills, class participation is very important to develop the ability to express and defend one's ideas.

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# BUSINESS FUNDAMENTALS CERTIFICATE BUILDING AND LEADING EFFECTIVE TEAMS

AREA: Human Resources and Organizational Behavior

N SESSIONS: 15

Professor: Balvinder Singh Powar

E-mail: [bspowar@faculty.ie.edu](mailto:bspowar@faculty.ie.edu)

## Professor Bio

Board Member. Entrepreneur. Investor. Mentor. Professor. Wellbeing and Mental Health Advocate.

Varied professional background and open to any exciting new challenges where I can add value.

Specialties: Communications, Business Development/Sales, Mediation, Marketing, Negotiation, research and set-up of new projects, especially in media and business and social development (strong experience in broadcasting, NGOs and luxury goods), finding strategic partners...

Working as a partner/founder on several exciting projects: <https://www.purapharma.co.uk>, <https://www.unfoldwork.com>, <https://rootevity.com>, <https://www.boosterindustries.eu...>

## PROGRAM

The Building and Leading Effective Teams course spans 15 sessions condensed into one week, offering participants a comprehensive exploration of team dynamics and leadership strategies.

Through a combination of theoretical frameworks, case studies, and practical exercises, participants delve into understanding the fundamentals of team formation, cohesion, and performance optimization.

The course emphasizes the critical role of leadership in fostering a positive team culture, managing conflicts, and promoting collaboration.

Participants are equipped with tools to assess team effectiveness, identify strengths and weaknesses, and implement strategies for continuous improvement.

By the end of the course, attendees develop the skills necessary to build high-performing teams, inspire collective engagement, and lead with confidence in diverse organizational contexts.

## LEARNING OBJECTIVES

The course objectives include enhancing participants' ability to analyze team dynamics, develop effective leadership strategies, and cultivate an environment conducive to teamwork and innovation. Through experiential learning and real-world application, participants emerge with the knowledge and skills to navigate the complexities of team leadership successfully.



## METHODOLOGY

The course will consist of lectures, class discussions, group project and presentations based on a real case.

You are expected to participate in class. Sharing your ideas, comments, or experiences with other members of the class will enhance the learning process.

## EVALUATION CRITERIA

Class participation is essential in the learning process required by this course. Intelligent and relevant discussions are expected of each student and it is an important part of the general evaluation of the course. Among other skills, class participation is very important to develop the ability to express and defend one's ideas.

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## BUSINESS FUNDAMENTALS CERTIFICATE CAPSTONE PROJECT

AREA: Entrepreneurship and Innovation

N SESSIONS: 15

Professor: Lucía Egea

E-mail: [legea@faculty.ie.edu](mailto:legea@faculty.ie.edu)

### Professor Bio

Professional with 20 years of international experience at C-level in EdTech, Finance, Business Development, Audit, Strategy and Start ups, that she enjoys sharing in her seminars. She has performed across the value chain: FMCG, Pharma, Telecom, Manufacturing, Consulting and Education domains getting a holistic overview of the business.

Expert in blended education, she has more than 10 year's experience in the online teaching field.

Graduated cum Laude in business studies and number 1 Executive MBA at IE Business School, her professional background has been developed internationally in Latam, Europe and the US, where she has lived more than 7 years. Director of EDEM University Centre from 2012 till 2020, she strongly promoted change and growth in the institution.

At the present moment all her energy is concentrated in 2 main fields: design thinking and sustainable corporate development; and a new venture that pretends to bring positive disruption to the way families recover and recycle plastics ([www.contenedorblanco.com](http://www.contenedorblanco.com))

Mother of 2 and marathon runner, she is bilingual English / Spanish and fluent also in German.

### PROGRAM

The 15 session Capstone Project of the course involves multidisciplinary groups of 3-4 participants, each guided by experts in project development and entrepreneurship from IE.

Utilizing methodologies such as design thinking and lean start-up, teams analyze a selected challenge or problem and develop a viable solution, implementing agile and cross-functional work practices.

At the end of the week, teams present their business challenges to a panel of faculty judges.

The primary objective of this capstone project is to apply the knowledge and skills acquired throughout the program through collaborative work in a real-world context, fostering practical application and innovative problem-solving.