

## The Strategic Business Program (SBP)

The Strategic Business Certificate Program (SBP) is designed to provide participants with a solid foundation in important business strategy areas; including accounting, business law, finance, and the foundations of strategy. This program will expose students to cutting edge knowledge and theories in finance, strategy, and corporate governance and give them the chance to practice using their knowledge in simulations and projects. Through a mixture of lectures, guest speakers, and hands-on projects students will gain a deeper understanding of the forces that govern all types of markets.

Students in the program will also have access to local projects and professionals, allowing for exploration and networking in the local business community. The SBP is intended for UCSB students interested in adding an applied set of business-related tools and experiences to their skill set as well as local professionals looking to strengthen their understanding of successful strategies in the domains of finance, accounting, management, and related business fields.

## Requirements

In order to complete the requirements for a SBP Certificate, students must complete **16 required units** resulting in 144 hours of instruction. A maximum of 2 Internship units (X430.98 and X430.99) can be used towards the 16 units required for certificate completion.

Applicants must be enrolled at UCSB or SBCC, or have related work experience in accounting, finance, banking, or other business fields. All SBP courses are graded using the UCSB grade-scale. To complete the certificate, students must achieve a 'C' or better in all of the required courses in their chosen emphasis.

## Program Cost

The cost per unit of a SBP course taken through Extension is currently \$140. The non-refundable certificate application fee is \$100. These figures do not include the costs of textbooks and/or materials, and can change without notice.

### FAQs

**1. Can I apply credits earned in the SBP certificate towards my undergraduate degree?**

All SBP courses are offered through UCSB Extension and are part of the X400 series. This is a professional development program – UCSB students **CANNOT** apply X400 series units towards their degree.

**2. Can I transfer credits earned in the SBP certificate to another university?**

Students who are seeking a degree from another university are urged to verify acceptability of UCSB Extension credit through consultation with a college program advisor prior to enrollment at UCSB Extension.

**3. As a student at UCSB how will this program be beneficial to me?**

SBP offers students a unique opportunity to complement the excellent liberal arts training available to them at UCSB with a series of hands-on and practical business related courses. This is a powerful combination that is highly sought after in the marketplace. Earning a SBP Certificate will therefore help students differentiate themselves from others during their job search and on their professional school applications.

**4. Do the SBP units count towards the CPA licensure requirements?**

Yes, all SBP units count towards the 225 unit requirement needed for CPA licensing. Some courses may satisfy certain requirement areas.

Econ X430.10	Business and Financial Fraud
Econ X430.11	Fraud and Forensic Accounting */**
Econ X430.12	International Accounting *
Econ X430.13	Topics in Financial Statement Analysis *
Econ X430.14	Fraud Detection Using Financial Statement Analysis */**
Econ X430.20	Personal Income Tax Preparation: The Basics *
Econ X430.21	Personal Income Tax Preparation: Complex Cases *
Econ X430.30	Accounting Ethics: Professional Judgment **
Econ X430.31	Accounting Ethics: Ethical Management **
Econ X430.32	Accountants' Professional Responsibilities: Professional Conduct **
Econ X430.33	Accountants' Professional Responsibilities: Regulatory Obligations **
Econ X430.34	Professional Ethics, Audit Planning and Risk Assessment **
Econ X430.40	Business Law – Accountants' Liability and Malpractice **
Econ X430.41	Business Law – Litigation **
Econ X430.42	Business Organizations and Formation
Econ X430.40	Business Law: Intellectual Property Rights and Protection **
Econ X430.51	Investment Strategies – Risk and Diversification
Econ X430.52	Behavioral Finance
Econ X430.53	Finance for Business and Administrators
Econ X430.55	Business Real Estate Investing and Forecasting
Econ X430.60	Business Pricing Strategy
Econ X430.61	Business Location Strategy
Econ X430.62	Strategic Marketing
Econ X430.63	Incentives and Human Resources Management **
Econ X430.64	Business Leadership and Conflict Management **
Econ X430.65	Business Communications and Etiquette
Econ X430.66	Corporate Social Responsibility **
Econ X430.67	Business, Government and Society: Insights from Experiments **
Econ X430.70	Corporate Taxation *
Econ X430.71	Auditing Concepts and Theory */**
Econ X430.80	Industry Studies: Public Accounting
Econ X430.81	Industry Studies: Accounting and Management
Econ X430.82	Industry Studies: Finance
Econ X430.83	Industry Studies: Marketing
Econ X430.98	Accounting Internship Seminar
Econ X430.99	Business Internship Seminar

All courses are not offered every year. Please consult the Extension website for current course offerings. Courses with \* after the title will count in the **accounting subjects area** of the Educational Requirements for CPA Licensure.

Courses with \*\* after the title will count in the **ethics area** of the Educational Requirements for CPA Licensure.

Enrollment for SBP is  
via the UCSB  
Extension website:  
[extension.ucsb.edu](http://extension.ucsb.edu)

Specific questions  
regarding the  
program can be  
directed to:

Courtney Visueta

[Courtney.visueta@ucsb.edu](mailto:Courtney.visueta@ucsb.edu)

For SBP advising  
visit the Economics  
department's  
Career Connection  
office:

North Hall 2119

SBP is a  
collaboration  
between the  
Department of  
Economics and  
UCSB Extension.