

# SBA SUMMER BUSINESS ACADEMY

BUSINESS CERTIFICATE PROGRAM

## YOUR INTRODUCTION TO BUSINESS

### HOW LONG IS SBA?

The month-long program is designed for non-business majors at any level of their education looking to enhance their basic business knowledge and understanding.

### CAN STUDENTS FROM ANY SCHOOL APPLY?

Absolutely. Villanova's Summer Business Academy is open to qualified students and graduates from any accredited college or university located in the United States or abroad.

Note: International students must be matriculated in a full-time course of study at a US institution when applying.

### CAN SBA CREDITS BE APPLIED TOWARD DEGREE REQUIREMENTS?

SBA credits may be applied toward major degree requirements; determination is made by students' primary colleges/home institutions. Applicants are advised to discuss SBA credits with their academic advisors.

### WHERE ARE CLASSES HELD?

SBA courses will be held online, and scheduled according to EDT. Classes can be completed from home - or anywhere with a robust internet connection.

### WHO IS ELIGIBLE TO APPLY?

All class years may apply, along with recent graduates. While there

is no GPA requirement, students must be currently enrolled in a college or university or have graduated within the last 12 months.

# SBA 2024

# CURRICULUM

**EDUCATING, ENLIGHTENING AND EMPOWERING NON-BUSINESS STUDENTS.**

Villanova's Summer Business Academy will introduce students to the business landscape through a robust and interactive six credits of coursework delivered both synchronously and asynchronously. Students will gain an understanding of the dynamic nature of business, as well as opportunities for professional development. The program will culminate in a team-based capstone business-case project.

SBA students will benefit from innovative virtual instruction, applied and experiential learning components and professional development activities and events. SBA is a new program based on the proven methodology and structure of VSB and SBI courses, ensuring the same successful and holistic learning that students expect from a Villanova education.

## SBA 1600

### **BUSINESS ESSENTIALS**

*4 credits*

This course is an expanded version of VSB's 3-credit Business Dynamics course, which is a core requirement for all VSB and Academic Year Business Minor students. With an extra focus on interactive and applied learning, this course will cover a broad introduction to business disciplines. This course will also introduce students to the variety of extracurricular options available to them, such as the Gmelich Lab for Financial Markets and the Laboratory for the Advancement of Interdisciplinary Research (LAIR), along with their respective resources and workshops; the Bloomberg Market Concepts (BMC) training certificate; and a capstone business-case project.

## SBA 1000

### **EXCEL ESSENTIALS**

*1 credit*

This course will familiarize students with the uses and nuances of this essential program. It is similar to VSB's Information Technology course, a core requirement for all VSB and Academic Year Business Minor students.

## SBA 1001

### **PROFESSIONAL SUCCESS ESSENTIALS**

*1 credit*

This course includes instruction on professional development topics such as personal branding, resume review, and interviewing and networking skills. In addition to course instruction, this class provides experiential and applied learning components through virtual events, networking etiquette guidance and employer connections. This course is similar to SBI's Professional Success course, which is required for all SBI students.