



3 Courses

**Essentials of Management  
and Strategic Planning**

**Fundamentals of Finance**

**Introduction to Digital  
Marketing**



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**Sepehr Abbaspour**

has successfully completed the online, non-credit Specialization

## Introduction to Business

In the specialization, learners developed essential skills related to management and strategic planning, digital marketing, and finance that will support them in a business operations role. Specific topics of focus included people management, leadership development, strategic planning, search engine strategies, reputation management, content creation, common financial statements, cash flow, and expense management. Learners demonstrated their mastery of these subject areas with three course projects, including the creation of a strategic planning session agenda, preparing digital marketing strategy recommendations, and writing a paper concerning statements of cash flow and ratios.

Marla Noel, CPA  
Instructor, UCI Division  
of Continuing Education

Stephen Fritzenkotter,  
MBA  
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The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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