



3 Courses

**Essentials of Management
and Strategic Planning**

Fundamentals of Finance

**Introduction to Digital
Marketing**



Nov 1, 2024

SAWANDI KIRBY

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.

A handwritten signature in black ink, appearing to read "Marla Noel".

Marla Noel, CPA
Instructor, UCI Division
of Continuing Education

A handwritten signature in black ink, appearing to read "Stephen Fritzenkotter".

Stephen Fritzenkotter,
MBA
Instructor, UCI Division
of Continuing Education

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.

Verify this certificate at:

<https://coursera.org/verify/specialization/26P3GRJURKPB>