

# CONSULTATIVE SALES, POST BACCALAUREATE CERTIFICATE

Code	Title	Hours
<b>Required</b>		
PSLS 3440	Professional Sales	3
PSLS 3450	Sales Technologies and Strategies	3
PSLS 3080	Purchasing And Business Relationship Management	3
<b>Electives</b>		
Select two of the following:		6
PSLS 4710	Salesforce Leadership	
	or BUAD 301 Principles Of Marketing	
	or MKTG 454 Business Marketing	
<b>Total Hours</b>		<b>15</b>

- PLO 1: Ethics and Social Responsibility – Each student can analyze and resolve ethical issues in decision-making and recognize their impact on the larger community.
- PLO 2: Innovation and Creativity – Each student can examine problems, opportunities, relationships, and situations from different and unique perspectives and develop creative solutions.
- PLO 3: Critical Thinking and Analysis – Each student can think critically to identify problems, research, analyze and make sound inferences from and use effective problem-solving and decision-making techniques.
- PLO 4: Business Acumen – Each Student can identify, interpret, evaluate, and suggest solutions within the legal, global, financial, marketing, and operational dimensions of business.
- PLO 5: Technology – Each student can understand and utilize current and emerging technology to improve business competitiveness and personal productivity.
- PLO 6: Professionalism – Each student can demonstrate effective oral and written communication, interpersonal collaboration, responsibility, accountability and professional behavior.
- PLO 7: Leadership – Each student can practice reflective thinking to assess personal strengths and challenges and can formulate strategies for lifetime development of leadership competencies.