

Undergraduate Certificates

College of Business certificates require a 2.0 (or better) cumulative GPA on the required 9-12 credits.

Applied Mgt. Accounting for Decision Making (AMAF)

The Certificate in Applied Management Accounting for Decision Making provides students with accounting tools to make managerial decisions in a business setting. This certificate recognizes that such decisions require knowledge of budgetary and cost accounting information and accounting information systems, as well as discipline-specific knowledge.

APPLIED MGT. ACCOUNTING FOR DECISION MAKING (9 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING ACT		
REQUIRED	ACT321	Cost Management..... 3
	ACT350	Accounting Information Systems..... 3
CHOOSE 1	CIS320	Project Management for Information Systems 3
	MGT375	Advanced Supply Management 3
	MGT377	Advanced Logistics..... 3

Business-To-Business-Selling (BBSF)

The Business-to-Business Selling certificate provides an opportunity to develop significant knowledge about, and experience in, addressing business customers' needs and building long-term mutually beneficial relationships. Learn about approaches for attracting customers, planning for and conducting meetings with business customers, managing a sales force, designing channels of distribution, and developing marketing strategies. Career advancement within selling, sales management, and business-to-business marketing.

BUSINESS-TO-BUSINESS-SELLING (9 CREDITS)		
BUSINESS MAJORS ONLY		
REQUIRED	MKT330	Business Customer Relationships..... 3
	MKT362	Professional Selling..... 3
	MKT363	Sales Management 3

Customer Experience Management (CEMF)

The Certificate in Customer Experience Management provides management skills and strategic insights for providing consumers with satisfying experiences across a cross-section of markets including retailing, hospitality, and entertainment. Customers' experiences often extend into online contexts and pursuing this certificate will provide an understanding of digital tools used in attracting customers and addressing their needs for information and online services.

CUSTOMER EXPERIENCE MANAGEMENT (9 CREDITS)		
BUSINESS MAJORS ONLY		
REQUIRED	MKT366	Services Marketing 3
	MKT370	Digital Marketing..... 3
CHOOSE 1	MKT360	Retailing..... 3
	MKT367	Sports Marketing..... 3

Entrepreneurship (ETRF)

The Entrepreneurship Certificate provides future employers evidence of the ability to be innovative and entrepreneurial and the opportunity to investigate entrepreneurship as a career in start-ups and large innovative firms. Multiple disciplines work together to understand entrepreneurship's role in the economy, learn opportunity identification methods, evaluate business opportunities, and network with successful entrepreneurs and angel investors.

ENTREPRENEURSHIP (9 CREDITS)		
BUSINESS MAJORS, MECH ENG, AG BUS, APP & MERCH, BIOMED ENG, COMP SCI, AND LEAP MINORS ONLY, EXCLUDING ENTREPRENEURSHIP MINORS		
REQUIRED	MGT340	Fundamentals of Entrepreneurship..... 3
CHOOSE 1	ENGR422	Technology Entrepreneurship..... 3
	MGT420	New Venture Creation..... 3
CHOOSE 1	AREC428	Agricultural Business Management..... 3
	BIOM486A	Biomedical Design Practicum: Capstone Design I.. 3
	CBE451	Chemical and Biological Engineering Design I..... 3
	CIVE402	Senior Design Principles 3
	ECE401	Senior Design Project I 3
	LEAP310	Creating and Managing a Career in the Arts..... 3
	MECH486A	Engineering Design Practicum I..... 3
	MGT330	Creativity, Innovation, and Value Creation..... 3
	MGT360	Social and Sustainable Venturing..... 3

Financial Accounting and Reporting (FNAF)

The Certificate in Financial Accounting and Reporting will increase the financial accounting related competence of College of Business students not in the accounting concentration. This Certificate focuses on the preparation and analysis of financial statements under U.S. generally accepted accounting principles (GAAP).

FINANCIAL ACCOUNTING AND REPORTING (10 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING ACT		
REQUIRED	ACT311	Intermediate Accounting I..... 4
	ACT312	Intermediate Accounting II..... 3
	ACT411	Advanced Accounting 3

International Business (IBUF)

All businesses are global. This certificate provides an interdisciplinary approach to gain knowledge of global business while simultaneously enhancing skills. Be one step ahead in the worldwide economy.

INTERNATIONAL BUSINESS (9 CREDITS)		
BUSINESS MAJORS ONLY		
CHOOSE 3	FIN475	International Business Finance..... 3
	MGT468	Negotiating Globally 3
	MGT475	International Business Management 3
	MKT365	International Marketing..... 3



PREREQUISITES ARE ENFORCED ON ALL CERTIFICATE COURSES

NO OVERRIDES OR SUBSTITUTIONS ARE PERMITTED. ADDITIONAL COURSEWORK MAY BE REQUIRED DUE TO PREREQUISITES.

This tool provides the specific regulations as a way to illustrate how the curriculum works. However, there is no substitute for working with an academic advisor; please visit with your advisor each semester as they can help you understand how the curriculum can be tailored to meet your individual needs.

Information Technology for Business Professionals (CITF)

Information technology (IT) pervades every aspect of business, and employers often seek out graduates who can effectively use IT. The IT for Business Professionals Certificate gives an edge in the job market by complementing a concentration with knowledge and skills for evaluating, designing, and using software systems to solve business problems and improve decision making.

INFORMATION TECHNOLOGY FOR BUSINESS PROFESSIONALS (9 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING CIS		
REQUIRED	CIS320	Project Management for Information Systems 3
	CIS355	Business Database Systems 3
	CIS411	Enterprise Resource Planning Systems 3

Leadership in Organizations (LDOF)

The Leadership certificate will develop leadership knowledge and skills. Through research-grounded courses in organizational leadership, team leadership, and negotiation and conflict management a competence and experience in leading others will develop. This certificate provides a clear interested in, and preparedness for, earlier career advancement on a leadership track.

LEADERSHIP IN ORGANIZATIONS (9 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING HRM		
REQUIRED	MGT410	Leadership and Organizational Behavior 3
	MGT411	Leading High Performance Teams 3
	MGT476	Negotiation and Conflict Management 3

Managing Human Resources (MHRF)

Business professionals will increasingly perform human resource functions such as interviewing applicants, training new hires, giving performance feedback, and managing compensation budgets. This certificate will prepare students for those advancements and allow students to better market themselves as having a basic understanding of HR principles and practices including employment law, recruitment, selection, training and development, performance management, and compensation.

MANAGING HUMAN RESOURCES (9 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING HRM		
REQUIRED	MGT310	Human Resource Management 3
CHOOSE 2	MGT350	Employment Relations: The Legal Environment 3
	MGT374	Total Rewards and Performance Management 3
	MGT474	Human Resource Planning and Development 3

Market Research and Data Analytics (MRDF)

This certificate provides students with a comprehensive view of the tools that marketing managers use to understand markets and evaluate their marketing efforts. Gain valuable insight into the traditional qualitative and quantitative research methods used to collect primary data as well as the advanced analytic techniques used by marketers to transform secondary data into decision-making information. Central to the analytical methods used by marketing managers is access to data gathered through digital marketing efforts.

MARKET RESEARCH AND DATA ANALYTICS (9 CREDITS)		
BUSINESS MAJORS ONLY		
REQUIRED	MKT370	Digital Marketing 3
	MKT410	Marketing Research 3
	MKT450	Marketing Analytics 3

Marketing Communication and Branding (MCBF)

The Certificate in Marketing Communications and Branding is designed to train for effectively communicating with customers across a variety of channels and developing branding strategies. Students completing this certificate could pursue employment at an ad agency or an agency specializing in branding, digital marketing, or sales promotion. Gain knowledge, skills, and experiences for employment as a marketing communications or digital marketing specialist.

MARKETING COMMUNICATION AND BRANDING (9 CREDITS)		
BUSINESS MAJORS ONLY		
REQUIRED	MKT315	Marketing Communication Design 3
	MKT320	Integrated Marketing Communications 3
	MKT370	Digital Marketing 3

Operations, Logistics and Supply Management (OLSF)

The Certificate in Operations, Logistics, & Supply Management provides the knowledge, process, and technological skills needed in order to operate in a dynamic and changing world, process improvement, and managing resources and relationships with suppliers and customers worldwide. This certificate provides real-world, hands-on learning experiences to prepare for decisions required for purchasing, producing, moving, and providing goods and services on a global basis.

OPERATIONS, LOGISTICS AND SUPPLY MANAGEMENT (9 CREDITS)		
BUSINESS MAJORS ONLY, EXCLUDING SCM		
CHOOSE 3	MGT375	Advanced Supply Management 3
	MGT376	Advanced Service and Manufacturing Operations 3
	MGT377	Advanced Logistics 3
	MGT486	Practicum in Supply Chain Management 3

Strategic Marketing (SMKF)

The Certificate in Strategic Marketing provides experience in marketing decision making and planning. Be exposed to frameworks and concepts that are central to developing marketing strategies. The three courses that are each centered on different component of the marketing mix, will provide experience in addressing a wide variety of marketing problems.

STRATEGIC MARKETING (9 CREDITS)		
BUSINESS MAJORS ONLY		
CHOOSE 3	MKT320	Integrated Marketing Communications 3
	MKT330	Business Customer Relationships 3
	MKT364	Product Design 3
	MKT440	Pricing and Financial Analysis in Marketing 3