

# COLLEGE OF BUSINESS | CERTIFICATE CHECK SHEET

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

## APPLIED MGT. ACCOUNTING FOR DECISION MAKING (AMAF) - 9 CREDITS

Obtain accounting tools to make managerial decisions in a business setting; decisions that require knowledge of budgetary, cost accounting, accounting information systems, as well as discipline-specific knowledge.

BUSINESS MAJORS ONLY ; EXCLUDING ACT				
		(Prerequisites)	(Term Offered)	
Required	<input type="checkbox"/>	ACT321: Cost Management	(ACT220)	[F,S] 3
	<input type="checkbox"/>	ACT350: Accounting Info. Systems	(ACT220, ACT321)	[F,S] 3
CHOOSE 1	<input type="checkbox"/>	CIS320: Project Mgt. for Info. Systems	(CIS200)	[F,S] 3
	<input type="checkbox"/>	MGT375: Adv. Supply Management	(MGT301)	[F,S] 3
	<input type="checkbox"/>	MGT377: Advanced Logistics	(MGT301)	[F,S] 3

## BUSINESS ANALYTICS (BANF) - 9 CREDITS

Obtain the knowledge and skills needed to meet the demand for analytics in business. Learn data preparation and management, analytics and visualization techniques, and gain significant "hands-on" experience in providing data-driven solutions to organizations.

BUSINESS MAJORS ONLY				
		(Prerequisites)	(Term Offered)	
Required	<input type="checkbox"/>	CIS310: Data Prep. for Business Analytics	(CIS200)	[F,S] 3
	<input type="checkbox"/>	CIS455: Advanced Data Management	(CIS355)	[S] 3
CHOOSE 2	<input type="checkbox"/>	CIS575: Applied Data Mining & Analytics in Bus.	(STAT204)	[F,S] 3
	<input type="checkbox"/>	CIS576: Business Data Visualization	(CIS575)	[S] 3
	<input type="checkbox"/>	MKT450: Marketing Analytics	(MKT410)	[S] 3

## BUSINESS APPLICATION DEVELOPMENT (BADF) - 9 CREDITS

Gain the knowledge and skills to create software solutions for business applications. Learn different methodologies to plan, design, develop, test, and debug business applications using contemporary tools and technologies.

BUSINESS MAJORS with CIS CONCENTRATION ONLY				
		(Prerequisites)	(Term Offered)	
	<input type="checkbox"/>	CIS340: Adv. Application Design & Dev.	(CIS240)	[F,S] 3
	<input type="checkbox"/>	CIS410: Web Application Development	(CIS240, CIS355)	[F] 3
	<input type="checkbox"/>	CIS455: Advanced Data Management	CIS355	[S] 3

## BUSINESS CYBERSECURITY (BCYF) - 9 CREDITS

Increase awareness and the ability to assess and secure information technology assets against cybersecurity threats. Understand cybersecurity terminology, concepts, and issues, including the nature of threats, common vulnerabilities, consequences of security failures, and strengths and weaknesses of various cybersecurity models.

BUSINESS MAJORS with CIS CONCENTRATION ONLY				
		(Prerequisites)	(Term Offered)	
Required		CIS350: Operating Systems & Networks	(CIS240)	[F] 3
		CIS413: Advanced Networking & Security	(CIS350)	[F] 3
CHOOSE 2		CIS487: Internship	(Instructor)	[F, S, SS] 3
		CIS563: Information Assurance & Security	(Instructor)	[F] 3

## BUSINESS-TO-BUSINESS-SELLING (BBSF) - 9 CREDITS

Develop significant knowledge and experience 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.

BUSINESS MAJORS; BUSINESS ADMINISTRATION MINORS				
		(Prerequisites)	(Term Offered)	
	<input type="checkbox"/>	MKT330: Business Customer Relationships	(MKT300)	[F,S] 3
	<input type="checkbox"/>	MKT362: Professional Selling	(MKT300)	[F,S] 3
	<input type="checkbox"/>	MKT363: Sales Management	(MKT300)	[S] 3

## CUSTOMER EXPERIENCE MANAGEMENT (CEMF) - 9 CREDITS

Obtain management skills and strategic insights for providing consumers with satisfying experiences across a cross-section of markets including retailing, hospitality, and entertainment. Gain an understanding of digital tools used in attracting customers and addressing their needs for information and on-line services.

BUSINESS MAJORS ONLY				
		(Prerequisites)	(Term Offered)	
Required	<input type="checkbox"/>	MKT366: Services Marketing	(MKT300)	[S] 3
	<input type="checkbox"/>	MKT370: Digital Marketing	(MKT300)	[F,S] 3
CHOOSE 1	<input type="checkbox"/>	MKT360: Retailing	(MKT300)	[S] 3
	<input type="checkbox"/>	MKT367: Sports Marketing	(MKT300)	[F,S] 3

## ENTREPRENEURSHIP (ETRF) - 9 CREDITS

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.

ALL MAJORS, EXCLUDING ENTREPRENEURSHIP MAJORS & MINORS				
		(Prerequisites)	(Term Offered)	
Required	<input type="checkbox"/>	MGT340: Fund. of Entrepreneurship		[F, S] 3
	<input type="checkbox"/>	ENGR422: Technology Entrepreneurship	(MGT340)	[S] 3
CHOOSE 1	<input type="checkbox"/>	MGT420: New Venture Creation	(MGT340)	[F] 3
	<input type="checkbox"/>	MGT424/ IDEA424 : Ventures in Social Entrepreneurship	(?)	[?] 3
CHOOSE 1	<input type="checkbox"/>	AM373: Apparel Design & Retail Entre.	(AM370, ECON202)	[F, S] 3
	<input type="checkbox"/>	AREC328/ AREC428 : Small Agribusiness/Ag.Bus. Mgt	(?)	[?] 3
	<input type="checkbox"/>	BIOM486A: Biomed Design Pract.-Capstone Design I	(BIOM300, CBE, ECE, or MECH)	[F] 3
	<input type="checkbox"/>	CBE451: Chemical & Biological Engineering Design I	(CBE320, 442)	[F] 3
	<input type="checkbox"/>	CIVE402: Senior Design Principles	(CIVE300, 303 or CHEM, 245)	[F] 3
	<input type="checkbox"/>	ECE401: Senior Design Project I	(ECE, PH, or CS)	[F, S] 3
	<input type="checkbox"/>	LEAP310: Creative Industries Career Mgt.		[F, S] 3
	<input type="checkbox"/>	MECH486A: Engineering Design Pract. I	(MECH301,307,331,344, 324, or 325)	[F] 3
	<input type="checkbox"/>	MGT330: Creativity, Innovation, & Value Creation	(MGT320)	[F,S] 3
	<input type="checkbox"/>	MGT360: Social & Sustainable Venturing		[S] 3

## FINANCIAL ACCOUNTING AND REPORTING (FNAF) - 10 CREDITS

Increase your financial accounting related competence by focusing on the preparation and analysis of financial statements under U.S. generally accepted accounting principles (GAAP).

BUSINESS MAJORS ONLY, EXCLUDING ACT MAJORS				
		(Prerequisites)	(Term Offered)	
	<input type="checkbox"/>	ACT311: Intermediate Accounting I	(ACT220, ACT211)	[F,S] 4
	<input type="checkbox"/>	ACT312: Intermediate Accounting II	(ACT311)	[F,S] 3
	<input type="checkbox"/>	ACT411: Advanced Accounting	(ACT312)	[F,S] 3

PREREQUISITES ARE ENFORCED ON ALL CERTIFICATE COURSES

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

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## IT FOR BUSINESS PROFESSIONALS (CITF) - 9 CREDITS

Get an edge in the job market by complementing a certificate with knowledge and skills for evaluating, designing, and using software systems to solve business problems and improve decision making.

BUSINESS MAJORS ONLY, EXCLUDING CIS			
	(Prerequisites)	(Term Offered)	
CIS320: Project Mgt. for Info. Systems	(CIS200)	[F,S]	3
CIS355: Business Database Systems	(CIS200)	[F,S]	3
CIS411: Enterprise Resource Planning Sys.	(ACT220, FIN300, MGT320, MKT300)	[S]	3

## INTERNATIONAL BUSINESS (IBUF) - 9 CREDITS

An interdisciplinary approach to gain knowledge of global business while simultaneously enhancing skills. Be one step ahead in the worldwide economy.

BUSINESS MAJORS ONLY			
	(Prerequisites)	(Term Offered)	
CHOOSE 3	FIN475: International Business Finance	(FIN300)	[F,S] 3
	MGT468: Negotiating Globally	(MGT320)	[S - Odd Years] 3
	MGT475: International Bus. Management	(FIN300, MGT320, MKT300)	[F,S] 3
	MKT365: International Marketing	(MKT300)	[F,S] 3

## LEADERSHIP IN ORGANIZATIONS (LDOF) - 9 CREDITS

Develop leadership knowledge and skills through research-grounded courses in organizational and team leadership, negotiation, and conflict management. Gain a clear interested in, preparedness for, and earlier career advancement on a leadership track.

BUSINESS MAJORS ONLY			
	(Prerequisites)	(Term Offered)	
MGT410: Leadership & Org. Behavior	(MGT320)	[F,S]	3
MGT411: Leading High Performance Teams	(MGT320)	[F,S]	3
MGT476: Negotiation & Conflict Mgt.	(MGT320)	[F,S]	3

## MANAGING HUMAN RESOURCES (MHRF) - 9 CREDITS

Gain understanding of HR principles and practices including employment law, recruitment, selection, training and development, performance management, and compensation.

BUSINESS MAJORS ONLY, EXCLUDING HRM				
	(Prerequisites)	(Term Offered)		
CHOOSE 2	MGT310: Human Resource Management	[F,S]	3	
	MGT350: Employ. Rel.- The Legal Environment	[F,S]	3	
	MGT374: Total Rewards & Performance Mgt.	(MGT310)	[F]	3
	MGT474: Human Resource Planning & Dev.	(MGT310)	[S]	3

## MARKETING COMMUNICATION AND BRANDING (MCBF) - 9 CREDITS

Gain the knowledge, process, and technological skills needed to operate in a dynamic and changing world, process improvement, and managing resources and relationships with suppliers and customers worldwide. Real-world, hands-on learning to prepare for decisions required for purchasing, producing, moving, and providing goods and services on a global basis.

BUSINESS MAJORS ONLY			
	(Prerequisites)	(Term Offered)	
MKT315: Mktg. Communication Design	(MKT300)	[F,S]	3
MKT320: Integrated Mktg. Communications	(MKT300)	[F,S]	3
MKT370: Digital Marketing	(MKT300)	[F,S]	3

## MARKET RESEARCH AND DATA ANALYTICS (MRDF) - 9 CREDITS

Gain valuable insight into the traditional qualitative and quantitative research methods used to collect primary data as well as analytic techniques to transform secondary data into decision-making information. Central to marketing techniques is access to data gathered through digital marketing efforts.

BUSINESS MAJORS ONLY			
	(Prerequisites)	(Term Offered)	
MKT370: Digital Marketing	(MKT300)	[F,S]	3
MKT410: Marketing Research	(STAT204, MKT300)	[F,S]	3
MKT450: Marketing Analytics	(MKT410)	[F,S]	3

## MUSIC BUSINESS (MUBF) - 9 CREDITS

Prepares students for a career in any segment of the music industry. Become competitive in the music world by having a career on or off stage.

BUSINESS MAJORS and BUSINESS ADMINISTRATION MINORS ONLY			
	(Prerequisites)	(Term Offered)	
BUS360: Introduction to Music Business (BUSA380A2)	(None)	[F,S]	3
BUS361: Principles of Music Marketing (BUSA380A3)	(None)	[F,S]	3
BUS362: Making Money in Music	(None)	[F,S]	3

## OPERATIONS, LOGISTICS AND SUPPLY MANAGEMENT (OLSF) - 9 CREDITS

Gain 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. Get real-world, hands-on learning experiences to prepare for decisions required for purchasing, producing, moving, and providing goods and services on a global basis.

BUSINESS MAJORS ONLY, EXCLUDING SCM			
	(Prerequisites)	(Term Offered)	
CHOOSE 2	MGT375: Advanced Supply Mgt.	(MGT301)	[F,S] 3
	MGT376: Adv. Service & Manufacturing Ops	(MGT301)	[F,S] 3
	MGT377: Advanced Logistics	(MGT301)	[F,S] 3
	MGT486: Practicum in Supply Chain Mgt.	(Instructor)	[F,S] 3

## STRATEGIC MARKETING (SMKF) - 9 CREDITS

Obtain 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.

BUSINESS MAJORS ONLY			
	(Prerequisites)	(Term Offered)	
CHOOSE 3	MKT320: Integrated Mktg Communications	(MKT300)	[F,S] 3
	MKT330: Business Customer Relationships	(MKT300)	[F,S] 3
	MKT364: Product Design	(MKT300)	[F] 3
	MKT440: Pricing & Financial Analysis in Mktg.	(MKT300)	[F,S] 3

**LEGEND:** F = Fall Semester • S = Spring Semester • SM = Summer Semester • **Future Coursework** • Courses In Progress — —

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