

Certificates offered require a 2.0 or higher cumulative GPA on the 9-12 credits required

## Business-to-Business Selling

The Business-to-Business Selling certificate provides students with an opportunity to develop significant knowledge about, and experience in, addressing business customers' needs and building long-term mutually beneficial relationships. Students will 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. Students will be well positioned for career advancement within selling, sales management, and business-to-business marketing.

### Curriculum:

MKT 330 Business Customer Relationships	3
MKT 362 Professional Selling	3
MKT 363 Sales Management	<u>3</u>
	9 cr

**Business Majors only**

## Customer Experience Management

The Certificate in Customer Experience Management provides students with 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 therefore students pursuing this certificate will gain an understanding of digital tools used in attracting customers and addressing their needs for information and online services.

### Curriculum:

MKT366 Services Marketing	3
MKT360 Retailing	3
Or	
MKT367 Sports Marketing	3
MKT370 Digital Marketing	<u>3</u>
	9 cr

**Business Majors only**

## Entrepreneurship

The Entrepreneurship Certificate provides future employers evidence of the student's ability to be innovative and entrepreneurial and the opportunity to investigate entrepreneurship as a career in start-ups and in large innovative firms. Students from 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.

### Curriculum:

MGT 330 Corporate Innovation & Entrepreneurship	3
or	
MGT 360 Social & Sustainable Venturing	3
MGT 340 Entrepreneurship in the Contemporary World	3
MGT 420 New Venture Creation	<u>3</u>
	9 cr

**Business Majors, Mech Eng, Ag Bus, App & Merch, Biomed Eng, Comp Sci and LEAP Minors only**

## Information Technology for Business Professionals

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

### Curriculum:

CIS 210 Information Technology in Business	3
CIS 320 Project Management for Information Systems	3
CIS 355 Business Database Systems	3
CIS 411 Enterprise Resource Planning Systems	<u>3</u>
	12 cr

**Business Majors only, excluding CIS**

## International Business

All businesses are global. Developing international business skills while in college does nothing but enhance a student's future career. This certificate provides an interdisciplinary approach to gain knowledge of global business while simultaneously enhancing skills. With this certificate, students will be one step ahead in the worldwide economy.

### Curriculum:

Select 3 courses from the following:

FIN 475 International Business Finance	3
MGT 468 Negotiating Globally	3
MGT 475 International Business Management	3
MKT 365 International Marketing	<u>3</u>
	9 cr

**Business Majors Only**

## Leadership in Organization

The Leadership certificate will develop students' leadership knowledge and skills. Through research-grounded courses in organizational leadership, team leadership, and negotiation and conflict management, students will develop competence in leading and have the opportunity to gain experience in leading others. Regardless of concentration, this certificate provides a clear signal that students are interested in, and prepared for, earlier career advancement on a leadership track.

### Curriculum:

MGT 410 Leadership & Organizational Behavior	3
MGT 411 Leading High Performance Teams	3
MGT 476 Negotiation & Conflict Management	<u>3</u>
	9 cr

**Business Majors only, excluding HRM**

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## Managing Human Resources

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.

### Curriculum:

MGT 310 Human Resource Management	3
<i>Select 2 of the following courses:</i>	
MGT 350 Employment Relations: The Legal Environment	3
MGT 374 Total Rewards & Performance Management	3
MGT 474 Human Resource Planning & Development	<u>3</u>
	9 cr

**Business Majors only, excluding HRM**

## Marketing Communications and Branding

The Certificate in Marketing Communications and Branding is designed to train student in 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. Students would also gain knowledge, skills, and experiences for employment as a marketing communications or digital marketing specialist for a wide variety of organizations.

### Curriculum:

MKT370 Digital Marketing	3
MKT320 Integrated Marketing Communications	3
MKT315 Marketing Communication Design	<u>3</u>
	9 cr

**Business Majors only**

## Real Estate Practices

Real Estate is a dynamic field representing over \$25 Trillion of wealth in the US, ranging from commercial developments to single family homes. This certificate is designed to provide students with skills to work toward selling, leasing, investing, and/or owning real estate. Virtually every avenue of business owns and/or leases real estate facilities. This, coupled with the substantial personal investment being seen in real estate, makes this certificate a valuable complement to any field.

### Curriculum:

AREC/REL 452 Real Estate Appraisal Principles	2
AREC/REL 453 Real Estate Appraisal Practices	2
REL 360 Real Estate Principles	3
REL 455 Residential Real Estate Finance	<u>2</u>
	9 cr

**Business Majors only, excluding REL, FIN/REL option**

## Market Research and Data Analytics

The Certificate in Market Research and Data Analytics provides students with a comprehensive view of the tools that marketing managers use to understand markets and evaluate their marketing efforts. Students will 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. Students will gain experience with social media, website management, content marketing, web analytics and search engine optimization.

### Curriculum:

MKT410 Marketing Research	3
MKT450 Marketing Analytics	3
MKT370 Digital Marketing	<u>3</u>
	9 cr

**Business Majors only**

## Operations, Logistics, & Supply Management

The certificate in Operations, Logistics, & Supply Management offers students the knowledge, process, and technological skills they need 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 that will prepare students for decisions required for purchasing, producing, moving, and providing goods and services on a global basis.

### Curriculum:

MGT 375 Advanced Supply Management	3
MGT 376 Advanced Service & Manufacturing Operations	3
MGT 377 Advanced Logistics	<u>3</u>
	9 cr

**Business Majors only, excluding SCM**

## Strategic Marketing

The Certificate in Strategic Marketing provides students with considerable experience in marketing decision making and planning. Students will be exposed to frameworks and concepts that are central to developing marketing strategies. In completing this certificate students will select three courses that are each centered on a different component of the marketing mix, and as such, students will gain experience in addressing a wide variety of marketing problems.

### Curriculum:

*Select 3 of the following courses:*

MKT364 Product Development and Management	3
MKT440 Pricing and Financial Analysis in Marketing	3
MKT330 Business Customer Relationships	3
MKT320 Integrated Marketing Communications	<u>3</u>
	9 cr

**Business Majors only**