



# Certificates Only

## Graduate Management Certificate

### Business

16 credits

The **Business** certificate provides an overview of business functions such as accounting, marketing and finance and prepares students to manage the business aspects of an organization. Students become familiar with the essential concepts, processes and best practices in each of these areas. They develop analytical and decision making skills and learn to think strategically in terms of markets, technology and resources.

**Learning Outcomes** — Students will:

- Gain the ability to manage human, financial and informational resources in their organization.
- Be prepared for positions within the functional areas of a business.

**Careers** — Students are trained for advancement into supervisory and management positions in business, non-profit and government organizations or to pursue career advancement within their industry. Jobs titles may include: sales associate or manager, marketing analyst or manager, business analyst, project manager, human resources manager.

#### Required courses

- MMG520 Financial Accounting (preq. MMG514 or equivalent)
- MMG525 Statistical Decision Techniques for Managers (preq. MMG506 or equivalent)
- MMG733 Marketing Management
- MMG740 Human Resource Management

#### Choose one elective course from the MBA program

**Choose one directed study** (1 credit)

- DMG603 Drafting Business Contracts
- DMG615 Developing a Business Plan
- DMG623 Business Solutions Using the Internet
- DMG621 Statistical Analysis Using Spreadsheets
- DMG604 Social Media Marketing

## Graduate Management Certificate

### Small Business Development

16 credits

The **Small Business Development** certificate prepares students to deal with the challenges and issues entrepreneurs and small-business managers must face to ensure long-term success. It is intended for students who are exploring new business ideas or are already self-employed or part of a family-run operation.

**Learning Outcomes** — Students will learn how to:

- Prepare a business plan.
- Budget and manage finances.
- Market a product or service.
- Manage a business and employees.

**Careers** — Students gain the ability to start and operate a small business or manage an existing one. Careers include (but are not limited to) small business owner, franchise operator, manager in a family-run or small-to-medium size business.

#### Required courses

- MMG735 Entrepreneurship & Small Business Management
- MMG520 Financial Accounting (preq. MMG514 or equivalent)
- MMG733 Marketing Management
- DMG615 Developing a Business Plan (1 credit)

#### Choose two elective courses

- MMG561 Business Law
- MMG710 Project Management Concepts & Practices
- MMG725 Financial Management (preq. MMG520)
- MMG734 Business Planning
- MMG740 Human Resource Management
- MMG746 The Manager as Negotiator

#### Admission requirements

##### Certificate:

- Bachelor's degree and other School of Management requirements.
- 3-5 years of work experience recommended.
- Approval of the program chair, dean or regional site director.
- Basic familiarity with computers, email and word processing.

If **writing assessment** indicates need, additional coursework may be required.

(All courses @ 3 credits except as noted.)