



Graduate Management Certificate

Business

• CIP code 520201 • 16 credits • not accepted in MM

Program Description — 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 (preq. MMG511 recommended)
- MMG740 Human Resource Management

Choose one elective course from the MBA program

Choose one 1-credit course

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

(All courses @ 3 credits except as noted.)

Graduate Management Certificate

Small Business Development

• CIP code 520201 • 16 credits • not accepted in MM

Program Description — 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 (preq. MMG511, 520)
- MMG520 Financial Accounting (preq. MMG514)
- MMG733 Marketing Management (preq. MMG511 recommended)
- 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
- MMG736 Digital Marketing (preq. MMG733)

Admission requirements:

- Bachelor's degree and other School of Management requirements.
- Three years of work experience recommended.

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