

GRADUATE CERTIFICATE PROGRAMS

Candidates can hone their skills by choosing from a variety of graduate certificate programs offered at Dolan. Certificate candidates are expected to complete all requirements within three years of beginning their coursework. Students are expected to make some annual progress toward the certificate in order to remain in good standing. A student who elects to take a leave of absence must notify the Assistant Dean of Graduate Programs in writing.

Grades and academic average computation are identical to those of the MBA and MS programs. Certificates are awarded to candidates who complete their programs with at least a 3.00 overall grade point average.

Graduate Certificate in Business Analytics

The Graduate Certificate in Business Analytics is a 12-credit program designed for the following audiences:

- Those who are in analytical positions and are in need of foundational knowledge in the area.
- Those who have completed the Graduate Certificate in Business Intelligence and seek to augment their skills with more technical skills, tools, and languages.
- Those who are comfortable with data analysis using standard tools and are looking for ways to do more customized analysis.

The program consists of the following four courses:

Code	Title	Credits
DATA 5405	Python Fundamentals ¹	3
DATA 6505	Data Munging in Python	3
Select any two of the following Professions courses:		6
DATA 6520	Analytics Consulting and Strategy	
DATA 6530	Statistics and Forecasting	
DATA 6540	Business Intelligence and Data Storytelling	
DATA 6545	Data Science and MLOps	
DATA 6550	Big Data Management and Data Ops	
Total Credits		12

The four required courses can be completed in one year's time by taking two courses in the fall semester and two courses in the spring semester.

Please note that many of the Professions courses have prerequisites.

Students who have completed both the Graduate Certificate in Business Analytics and the Graduate Certificate in Business Intelligence need only take three more electives and the capstone to convert those certificates and coursework into a full MSBA.

¹ May be waived with successful completion of an online test-out exam. If tested-out of DATA 5405, any other DATA course may be substituted.

Graduate Certificate in Business Essentials

The "Mini MBA"

The Graduate Business Essentials certificate is a 12-credit program designed for the following audiences:

- Those with undergraduate degrees in areas other than business who seek foundational knowledge in the key business disciplines.
- Those who are contemplating the MBA but do not have undergraduate business degrees.
- Those who are in need of foundational business knowledge in order to run/maintain their own businesses.

The program consists of the following four courses:

Code	Title	Credits
ACCT 5400	Introduction to Accounting	3
FNCE 5400	Principles of Finance	3
MGMT 5400	Organizational Behavior	3
MKTG 5400	Marketing Management	3
Total Credits		12

Graduate Certificate in Business Intelligence

The Graduate Certificate in Business Intelligence is a 12-credit program designed for the following audiences:

- Those who are in need of foundational knowledge in the skills and tools of business intelligence.
- Those who are contemplating the MSBA but do not have the time/resources at the moment to undertake the degree program.
- Those who are transitioning into a new position or new responsibilities involving the analysis of data.

The program consists of the following four courses:

Code	Title	Credits
DATA 5400	Applied Business Statistics ¹	3
DATA 6500	Leading with Analytics	3
DATA 6510	Data Warehousing and Visualization	3
Select one of the following Professions courses:		3
DATA 6520	Analytics Consulting and Strategy	
DATA 6530	Statistics and Forecasting	
DATA 6540	Business Intelligence and Data Storytelling	
DATA 6545	Data Science and MLOps	
DATA 6550	Big Data Management and Data Ops	
Total Credits		12

The four required courses can be completed in one year's time by taking two courses in the fall semester and two courses in the spring semester.

Please note that many of the Professions courses have prerequisites.

Students who have completed both the Graduate Certificate in Business Intelligence and the Graduate Certificate in Business Analytics need only take three more electives and the capstone to convert those certificates and coursework into a full MSBA.

¹ May be waived with successful completion of an online test-out exam. If tested-out of DATA 5400, any other DATA course may be substituted.

Graduate Certificate in Financial Planning and Analysis

The Graduate Certificate in Financial Planning and Analysis is a 12-credit program designed for the following audiences:

- Those who want to enhance their background in budgeting, forecasting and analysis.
- Those who are contemplating a master's degree but do not have the time/resources at the moment to undertake the degree program.
- Those who are in financial positions and need foundational knowledge in the area.

The program consists of the following four courses:

Code	Title	Credits
ACCT 6500	Accounting Information for Decision-Making	3
DATA 6530	Statistics and Forecasting	3
FNCE 6500	Stakeholder Value ¹	3
FNCE 6530	Corporate Finance	3
Total Credits		12

¹ Capstone experience for the certificate. All other certificate courses should be taken prior to or in tandem with FNCE 6500.

Graduate Certificate in Marketing Analytics and Strategy

The Graduate Certificate in Marketing Analytics and Strategy is a 12-credit program designed for the following audiences:

- Those who want to enhance their quantitative analytical and strategic marketing skills.
- Those who are contemplating a master's degree, such as the MS in Marketing Analytics and Strategy (MSMAS), but do not have the time/resources at the moment to undertake the degree program.
- Those who are in analytical positions and need foundational knowledge in the area.

The program consists of the following:

Code	Title	Credits
MKTG 6520	Research for Marketing Insights and Decisions	3
MKTG 6550	Advanced Marketing Strategy	3
Select two courses from the following:		6
DATA 5405 or DATA 6505	Python Fundamentals Data Munging in Python	
MKTG 6525	Customer Experience	
MKTG 6560	Category Management and Shopper Insights	
MKTG 6570	Digital Marketing and Analytics	

MKTG 6580	Multivariate Analysis for Consumer Insights
MKTG 6583	Pricing Strategies and Analytics
MKTG 6590	Experimental Research

Total Credits 12

The certificate is fully transferable to the MS in Marketing Analytics and Strategy (MSMAS) degree program.

Graduate Certificate in Strategic Human Resources in the Global Environment

The Graduate Certificate in Strategic Human Resources in the Global Environment is a 12-credit program designed for the following audiences:

- Those who are in human resources positions and are in need of additional knowledge in the area.
- Those who are contemplating the MBA but do not have the time/resources at the moment to undertake the degree program.
- Those who need a foundation in human resources concerns in order to strategically manage workforce challenges.

The program consists of the following four courses:

Code	Title	Credits
MGMT 6504	Managing People for Competitive Advantage	3
MGMT 6505	Human Resource Strategies: An Analytics Approach	3
MGMT 6507	Negotiations and Dispute Resolution	3
MGMT 6540	Cross Cultural Management and Sustainable Leadership	3

Total Credits 12