

# CERTIFICATE IN CONSULTING

MKT 410 Marketing Research

Program Total Credits:

9

An undergraduate consulting certificate for business students is designed to equip them with essential consulting skills such as critical thinking, problem-solving, and project management. This certificate aims to prepare students for careers in consulting or other industries by providing valuable knowledge and a formal credential that enhances their employability.

Due to the nature of the courses, this certificate is only open to Business Administration majors. No other majors will be admitted to this certificate.

## Learning Objectives

1. **Critical Thinking and Problem Solving:** Develop the ability to analyze complex business problems, identify key issues, and propose actionable solutions using various analytical tools and techniques.
2. **Project Management:** Gain proficiency in project management methodologies, including planning, execution, and evaluation of projects. Learn to manage time, resources, and stakeholders effectively.
3. **Business Communication:** Enhance skills in written and oral communication, focusing on clarity, persuasion, and professionalism. Learn to present findings and recommendations to diverse audiences.
4. **Data Analysis and Interpretation:** Acquire the ability to collect, analyze, and interpret data to support decision-making processes. Learn to use advanced analytics to uncover insights and drive business improvements.
5. **Ethical and Sustainable Consulting Practices:** Understand the importance of ethics and sustainability in consulting. Learn to incorporate ethical considerations and sustainable practices into consulting projects.

## Requirements Effective Fall 2025

Additional coursework may be required due to prerequisites.

| Code                                 | Title                                       | Credits |
|--------------------------------------|---------------------------------------------|---------|
| Select 3 credits from the following: |                                             | 3       |
| CIS 320                              | Project Management for Information Systems  |         |
| MGT 340                              | Fundamentals of Entrepreneurship            |         |
| MGT 486A                             | Practicum: Consulting                       |         |
| Select 6 credits from the following: |                                             | 6       |
| ACT 321                              | Cost Management                             |         |
| ACT 350                              | Accounting Information Systems              |         |
| CIS 240                              | Application Design and Development          |         |
| CIS 355                              | Business Database Systems                   |         |
| FIN 310                              | Financial Markets and Institutions          |         |
| FIN 370                              | Financial Management-Theory and Application |         |
| MGT 330                              | Creativity, Innovation, and Value Creation  |         |
| MGT 411                              | Leading High Performance Teams              |         |
| MKT 364                              | Product Design                              |         |