

Lerner Graduate Certificates Policy Statement

PART I. PROGRAM HISTORY

A. Statement of purpose and expectation of graduate study in the program.

The Lerner College Graduate Certificates are designed to help working professionals and others gain advanced knowledge and skills in the field of Business Analytics, Finance, Strategic Leadership and Entrepreneurship & Innovation. These are intended for professionals who wish to develop new or hone existing skills in order to keep pace with the changing business landscape so they may advance their careers; or redirect their careers. More specifically we see the Lerner certificate programs as attractive to:

- Individuals with an MBA or other graduate degree who need to develop a new business skill set or need to refresh their knowledge in one of the certificate content areas.*
- Individuals with undergraduate degrees who need specialized knowledge in order to advance their careers.*
- Individuals who are uncertain if they want an MBA or other graduate business degree. They can enroll in one of the certificate programs to get an understanding of the level of instruction and workload in the MBA program. Should they choose to join the MBA or other Business graduate program they can use the credits earned to accelerate their degree completion.*
- Graduate students across UD who see the advantage and need for one of the Lerner certificate programs to help advance their careers.*

B. Date of Permanent Status (or current status).

The proposed certificates would be new to the Lerner College and University.

C. Degrees offered (include brief description of concentrations, fields, etc.).

Graduate Certificates consisting of 12 credits of graduate coursework in the following areas:

- 1. Business Analytics*
- 2. Finance*
- 3. Strategic Leadership*
- 4. Entrepreneurship and Innovation (proposed revision and name change for current Entrepreneurship and Technology Innovation Certificate – this proposal is also in Curriculum).*

PART II. ADMISSION

Admission requirements will be the same as the MBA program and will be administered through the Graduate and MBA Office. Students with an MBA from UD or another AACSB accredited school will be offered expedited admissions (only requiring a transcript and a 3.0 GPA).

*Students **currently in the MBA program cannot apply** for a certificate until they complete the MBA or leave the program. Students **currently in the MS in Finance program cannot apply** for a certificate in Finance until they complete their degree program or leave the program.*

***Course Waiver/Substitutions** are available to students who have previously completed an MBA or MS in Finance (for the certificate in Finance) from an AACSB-accredited program or who meet the course waiver requirement (see the Lerner website for details) based on prior course work. The student may choose to waive a course and replace it with another course in that certificate program. For example, if a student has taken FINC850 or its equivalent then they may select another Finance elective.*

*Students can use up to a total of 12 credits from the certificate to waive 12 credits toward their MBA at UD but **will need to apply for admission and be accepted to the MBA program**. Certificate courses cannot be used to earn an MBA concentration or major in the same area as the certificate. For example, a student with a certificate in Finance cannot use the same courses to earn a Finance concentration or major. If they want to earn a concentration or major they would need to take 9 or 15 additional credits in that area.*

*Students can transfer up to 9 credits from the certificate in Finance towards the MS in Finance at UD but **will need to apply for admission and be accepted to the MS program**.*

B. Prior degree requirements.

The Lerner College Graduate Certificates are available to applicants possessing an earned Bachelor's degree from an accredited college or university. The candidates for admission need not have majored in any specific undergraduate field; however, students interested in pursuing the Lerner College Graduate Certificates are assumed to possess basic skills in written and oral communication, intermediate level mathematics (normally one year at the college level) and basic computer technology (word processing, spreadsheets, e-mail, and internet).

C. Application deadlines.

Admissions decisions are made on a rolling basis throughout the year. Students may start in any of the four 7-week online semesters or in one of the on-campus semesters. The deadlines are the same as the on-campus and online MBA programs.

D. Special competencies needed (i.e., specific courses or experience).

Only what is listed above in B.

Prior degree requirements: Must have completed an undergraduate degree.

E. Admission categories (explain other than regular such as provisional).

N.A

F. Other documents required (i.e., letters of recommendation, essays, portfolios, interviews, writing assessments, etc.).

Applicants are required to provide the same materials as an applicant to the MBA program unless they are a current UD graduate student in which case their application can be reviewed based on the materials in that application.

G. Must include University statement: Admission to the graduate program is competitive. Those who meet stated requirements are not guaranteed admission, nor are those who fail to meet all of those requirements necessarily precluded from admission if they offer other appropriate strengths.

This will be added to the new catalog description.

PART III. ACADEMIC (Present all information separately for each degree)

A. Degree Requirements

1) List course requirements according to categories such as core requirements, concentration options, electives, research credits and dissertation credit requirements. List number of credits in each category and include total credits required for degree.

All certificates are 12 credits. All courses are 3 credits. To be awarded a certificate, the student's overall GPA must be a 3.0. The specific course requirements for the certificates are as follows:

Business Analytics

Required

BUAD820 – Fundamentals of Analytics

Choose 3 from:

ACCT 604 – Database Design

BUAD 621 – Decision Analytics and Visualization

BUAD 622 – Optimization and Spreadsheet Modeling

BUAD 625 – Business Analytics Capstone

MISY 631 – Data Mining for Business Analytics

MISY 630 – Business Intelligence Analytics

Finance

Pre-requisite

ACCT600 – Financial Reporting and Analysis (does not count into the 12 credits for the certificate) may be waived based on prior coursework – see MBA website for details

Required

FINC650 – Financial Management

Any 3 FINC graduate courses beyond FINC 650 – Financial Management

The list of courses is available at: <https://lerner.udel.edu/programs/mba-programs/mba-concentrations/finance/>

Strategic Leadership

Required:

BUAD 670 - Managing People, Teams and Organizations

BUAD 673 – Advanced Topics in Leadership and Teams

Choose 2 courses from:

BUAD 674 – Selected Topics in Management and Leadership (maybe taken more than once as topics vary)

BUAD 675 – Strategic Human Resources

BUAD 679 – Negotiation & Conflict Resolution

BUAD 678 – Leading Across Boundaries

BUAD 672 – Strategic Change & Innovation

BUAD 641 – Managing the Global Enterprise

Entrepreneurship & Innovation

Entrepreneurship Requirement

ENTR 654 - Introduction to Entrepreneurship

Immersive Experience – Choose one of the following:

ENTR 655 - Startup Experience I

ENTR 658 – Developing New Technology-Based Products

Entrepreneurship electives – Choose 2 from any 600-level or higher ENTR course including, but not limited to, the following:

ENTR 601 - Modeling, Prototyping & Testing

ENTR 602 - Industrial Design

ENTR 616 - Applied Creativity

ENTR 617 - Design Thinking and Innovation

ENTR 620 - Social Entrepreneurship

ENTR650 – Business Accelerator for Entrepreneurial Ventures

ENTR 651 - Special Topics in Entrepreneurship

ENTR 657 - Legal Issues for Entrepreneurs

ENTR 659 - Startup Finance & Raising Capital for Entrepreneurs

ENTR 660 - High Technology Entrepreneurship

ENTR 665 - User-Centered Research Methods for Entrepreneurship

- 2) Give non-registered requirements in detail; includes residency requirements, qualifying examinations (number and format), portfolios, seminars, English proficiency, language requirements, teaching experience, internships, etc.**

- *Not applicable*

3) Give procedure for petitions for variance in degree requirements (e.g., course substitution policies, completion deadlines, etc.).

Same as MBA

4) Define any grade minimums in courses that are different from University policy.

None

5) Identify any courses, which may not be used towards the degree (i.e., independent study, pre-candidacy study).

- *Not applicable*

6) Identify expectations of facility of expression in English (oral and written) as part of the degree requirement.

- *Same as for the MBA degree*

B. Committees for exams, thesis, or dissertations

- *Not applicable*

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1. Identify initial procedure for advisor and advisement procedures.

Advising will be handled by the MBA advisors in consultation with Lerner Graduate program directors as appropriate.

C. Timetable and definition of satisfactory progress towards the degree

- For these items we follow the university standards found in the graduate catalog

1. Academic load (full & part-time) expectations. Define normal progress. Define departmental review procedures for evaluating normal progress and evaluation of performance.

- Certificates can normally be completed within two years but students may take up to three years to complete. The Graduate and MBA staff will monitor all certificate students.

2. Grade requirements (general and specific). Include any special departmental expectations such as minimum grades in specific courses, limits on special problem courses, etc.

- Overall GPA must be a 3.0 to earn a certificate

**3. Thesis/dissertation progress timetable guidelines. - *Not applicable*
Thesis/dissertation defense guidelines. - *Not applicable***

4. Forms required. - *We use the standard AAD form provided by the graduate office*

5. Identify consequence for failure to make satisfactory progress.

- We will follow University standards for our Lerner Graduate Certificates.

6. Protocol for grievance procedure if student has been recommended for termination for failure to make satisfactory progress.

- We will use the standard grievance procedure provided by the graduate office.

PART IV. ASSESSMENT PLAN

Indicate how the program will be evaluated and assessed. Every learning outcome needs to be assessed in at least two ways. One measure must be a direct measurement (where you can see the student demonstrate their learning). Other measures can be direct or indirect (such as a survey). Success should be measured against the criteria listed including the stated learning outcomes and against whatever objectives have been set forth in the first section of the proposal. Academic units are encouraged to consult with the Center for Educational Effectiveness to develop appropriate learning outcomes, assessment criteria, and benchmarks for success.

Evaluation Plan

The overall effectiveness and success of each certificate program will be evaluated using the following measures (see next section for certificate-specific assessment plans):

- Student course evaluations based on University and College templates.*
- Comparison of student career data pre- and post-program.*
- Successful completion rates of at least 75%.*

Assessment Plan

Certificate in Business Analytics

Learning Objective 1: Integrate data science, business strategy and management science in the context of business.

Learning Objective 2: Demonstrate proficiency in tools that leverage data to make decisions, generate insights, optimize outcomes, and predict future results.

At the conclusion of their coursework students will...

- Take an end of program assessment to demonstrate their level of competency with regards to both learning objectives.*
- Complete a self-assessment to measure the extent to which they believe they can integrate data science with business strategy and use data analytics tools.*

Certificate in Strategic Leadership

Learning Objective 1: Develop skills for managing individuals and teams in organizations.

Learning Objective 2: Understand the effectiveness of different leadership styles when managing people in organizations.

At the conclusion of their coursework students will...

- *Take an end of program assessment to demonstrate their level of competency with regards to both learning objectives.*
- *Complete a self-assessment survey to measure the extent to which they believe they will be able to influence others, build teams and support networks, navigate complex analytical and human dimensions, manage change, and set strategic organizational direction.*

Certificate in Entrepreneurship and Innovation

Learning Objective 1: Develop the entrepreneurial mindset, influence, skills and understanding you need to bring new ideas to the marketplace.

Learning Objective 2: Use hands-on experience to practice the skills needed to launch a startup, innovate for an established company, or develop sustainable solutions to important social problem.

At the conclusion of their coursework students will...

- *Take an end of program assessment to demonstrate their level of competency with regards to both learning objectives.*
- *Complete a self-assessment survey to measure the extent to which they believe they possess an entrepreneurial mindset, influence, skills and understanding needed to bring new ideas to the marketplace.*

Certificate in Finance

Learning Objective 1: Understand and conduct cash flow valuation and capital budgeting.

Learning Objective 2: Understand the theory and practice of portfolio management.

Learning Objective 3: Understand the theory, process, and practice of financing with debt, equity, and hybrids.

Learning Objective 4: Apply financial modeling tools to value various assets and transactions including IPOs, mergers, private equity transactions, leveraged buyouts, and others.

At the conclusion of their coursework students will...

- *Take an end of program assessment to demonstrate their level of competency with regards to the four learning objectives.*
- *Complete a self-assessment survey to measure the extent to which they believe they can explain financial theory and empirical methods employed by practicing finance professionals.*

PART V. FINANCIAL AID

A. Financial Awards

- *Not applicable*

PART VI. DEPARTMENTAL OPERATIONS

A. General student responsibilities

1. **Up-to-date addresses, etc.** –students are required to communicate via university email and keep us up-to-date regarding their telephone and US mail address.

2. Laboratories and research equipment. - *not applicable*

3. Hazardous Chemical Information Act. - *not applicable*

4. Vehicles. - *not applicable*

5. Keys, offices, mail, telephone, copy machine, computer terminals, etc. - *not applicable*

B. Student government and organizations (both student and professional).

Not applicable

C. Travel for professional meetings or presentations

Not applicable