

College of Business Proposed Certificates

Recommended by the Faculty Council Curriculum Committee Nov. 12, 2025

MBA Certificates

Beginning in the 2026–2027 academic year, the MBA program will transition to a new structure in which students complete a core MBA curriculum plus a graduate certificate. This shift reimagines the former concentration model by converting each existing concentration — such as finance — into a standalone graduate certificate. The move is designed to enhance the marketability of our graduates by clearly signaling specific skill sets and areas of expertise to employers. It also aligns our MBA structure with leading institutions in the region, including the University of Houston, the University of Houston-Downtown, and Lamar University, which have adopted similar degree-plus-certificate models. In addition, this change supports broader goals of accessibility and lifelong learning, allowing working professionals and returning students to earn focused, stackable credentials in high-demand fields without committing to a full degree.

Leadership Graduate Certificate

The Graduate Certificate in Leadership is designed to develop the advanced leadership capabilities needed to thrive in today’s dynamic and complex organizational environments. This certificate emphasizes both the human-centered and strategic dimensions of leadership, preparing students to lead diverse teams, navigate change, and drive innovation. Core coursework explores models of positive leadership and comparative leadership across cultures and contexts, while elective options allow students to focus on areas such as organizational transformation, nonprofit leadership, technology leadership, and team development. Students will build practical skills in communication, influence, systems thinking, and ethical decision-making—key competencies for mid- and senior-level roles. This certificate is ideal for professionals in business, nonprofit, education, and public sectors seeking to advance into leadership positions or enhance their effectiveness in current roles.

9 credits

1. HADM - 5033 - Leadership of Organizations in Healthcare Administration
2. MGMT - 5032 - Human Behavior in Organizations
3. MGMT - 5133 - Teamwork and Leadership Skills: Theory in Practice
4. MGMT - 5135 - Organizational Transformation, Learning, and Design

5. MGMT - 5234 - Leading Non-Profit Institutions
6. MGMT - 5434 - Negotiation Skills and Strategies
7. MGMT - 5439 - Positive Leadership and Ethical Action
8. MGMT - 5638 - Leading Technology
9. MGMT - 6237 - Comparative Leadership
10. MGMT - 6331 - Organizational Development

International Business Graduate Certificate

The Graduate Certificate in International Business is designed for graduate students and working professionals seeking to enhance their global business acumen. This certificate equips learners with a strategic understanding of how businesses operate across borders, preparing them to navigate the economic, cultural, legal, and managerial complexities of international markets. Through coursework in global business environments and international management, students will develop competencies in cross-cultural leadership, global strategy, and multinational operations. An elective course allows learners to tailor their studies toward specific areas such as international finance, negotiation strategies, or specialized topics in international management. This certificate is especially valuable for professionals pursuing or advancing careers in global business development, international trade, multinational corporations, global supply chain management, and international consulting. It is also ideal for individuals preparing for international assignments or seeking to broaden their professional qualifications in an increasingly interconnected world.

9 credits

1. ACCT - 5531 - International Accounting
2. FINC - 6531 - International Finance
3. MGMT - 5131 - The Global Environment of Business
4. MGMT - 5434 - Negotiation Skills and Strategies
5. MGMT - 6332 - International Management
6. MGMT - 6333 - Seminar in International Management
7. MGMT - 6334 - Global Sustainability and Strategic Advantage

Entrepreneurship and New Venture Creation

The Graduate Certificate in Entrepreneurship and New Venture Creation is designed for aspiring entrepreneurs, innovators, and intrapreneurs seeking to launch new ventures or drive innovation within existing organizations. The certificate combines practical entrepreneurial tools with applied experience, including a project-based course focused on space commerce—an emerging and high-impact industry. Core content explores opportunity recognition, business model development, funding strategies, and innovation management. Elective options allow students to tailor the program to areas such as sustainability, organizational transformation, leadership, and project management—essential skills for managing startup operations and cross-functional teams. This certificate is ideal for professionals pursuing careers in startups, corporate innovation units, economic development, or consulting, as well as those interested in launching mission-driven or technology-based ventures.

9 credits

1. MGMT - 5032 - Human Behavior in Organizations
2. MGMT - 5133 - Teamwork and Leadership Skills: Theory in Practice
3. MGMT - 5135 - Organizational Transformation, Learning, and Design
4. MGMT - 5233 - Entrepreneurship and Corporate Venturing
5. MGMT - 5434 - Negotiation Skills and Strategies
6. MGMT - 5637 - Entrepreneurship and Small Business Consulting
7. MGMT - 6131 - Foundations in Sustainability
8. MGMT - 6938 - Space Commercialization Project

Finance Graduate Certificate

The Graduate Certificate in Finance features courses designed to develop competencies in financial concepts, analytical tools, and skills. Through a variety of elective courses, the certificate helps students learn about different aspects of finance including corporate financial management, financial statement analysis, investments, portfolio management, derivatives, international finance, and banking.

12 credits

1. FINC - 5133 - Corporate Finance

2. FINC - 5134 - Real Estate Investment Analysis and Financing
3. FINC - 5331 - Treasury Management Practices
4. FINC - 5332 - Financial Statement Analysis
5. FINC - 5333 - Personal Wealth Management
6. FINC - 5931 - Research Topics in Finance
7. FINC - 6131 - Commercial Banking
8. FINC - 6231 - Investment Management
9. FINC - 6233 - Options and Futures
10. FINC - 6234 - Portfolio Management
11. FINC - 6531 - International Finance
12. FINC - 6731 - Seminar in Finance (Capstone)
13. FINC - 6739 - Internship in Finance

Global Sustainability Certificate

The Graduate Certificate in Global Sustainability prepares students and professionals to lead sustainable initiatives across industries and international contexts. With an emphasis on the intersection of business strategy, environmental stewardship, and social responsibility, this certificate provides a strong foundation in sustainability principles and global frameworks. Core courses explore sustainable development goals, environmental systems, and organizational responses to global sustainability challenges. Elective options allow students to tailor the certificate to their professional goals through topics such as project management, technology leadership, environmental policy, and international business. Graduates will be equipped with the knowledge and skills to drive sustainability efforts in corporate, governmental, nonprofit, or consulting roles—particularly in sectors facing regulatory, reputational, and resource-related pressures to adopt sustainable practices.

9 credits

1. **HMRS - 5235 - Project Management in Human Resource Management**
2. **MGMT - 5131 - The Global Environment of Business**

3. **MGMT - 5638 - Leading Technology**
4. **MGMT - 6131 - Foundations in Sustainability**
5. **MGMT - 6334 - Global Sustainability and Strategic Advantage**

Human Resource Management Certificates (HRM)

The proposed curriculum revision for the MA in Human Resource Management (HRM) aligns with best practices observed among leading graduate HRM programs nationally, emphasizing applied learning, analytics, and strategic alignment with business goals. The revised coursework reflects core competencies outlined by the Society for Human Resource Management (SHRM), including employee and labor relations, talent acquisition, compensation strategy, and HR analytics—ensuring graduates are workforce-ready. A review of academic literature highlights the growing need for HRM programs to integrate real-world application, ethical decision-making, and technology fluency to meet evolving employer expectations. Additionally, a regional market scan confirms high demand for HR professionals skilled in communication, data interpretation, legal compliance, and strategic workforce planning, reinforcing the value of an updated, competency-based curriculum.

HRM Project Management Certificate

The HRM Project Management Certificate provides learners with the tools and frameworks to effectively lead and manage projects within human resources functions. Through courses in Project Management in HRM and an Applied HRM Project, students develop practical skills in planning, executing, and evaluating HR initiatives such as system implementations, talent development programs, and organizational change efforts. This certificate aligns with SHRM competencies related to consultation, business acumen, and HR strategy, and is ideal for HR professionals, team leads, and aspiring HR project managers seeking to expand their impact. Career opportunities include HR project manager, HR operations lead, talent program manager, and roles supporting strategic HR initiatives.

4.5 credits

1. HMRS - 5235 - Project Management in Human Resource Management
2. HMRS - 67A1 - Applied HRM Project Management (new course)

HRM Data Analytics and Visualization Certificate

The HRM Data Analytics and Visualization Certificate prepares professionals to harness data for strategic decision-making in human resource management. Through courses in HR Information Systems and Human Resource Analytics & Data Visualization, learners gain practical skills in analyzing workforce trends, interpreting HR metrics, and communicating insights effectively. Aligned with the Society for Human Resource Management (SHRM) competency framework, this certificate is ideal for HR professionals, analysts, and managers looking to elevate their data literacy and drive evidence-based talent strategies. Graduates are well-positioned for roles in HR analytics, workforce planning, and talent intelligence across public and private sectors.

6 credits

1. HMRS - 54A1 - Human Resource Management Information Systems (new course)
2. HMRS - 5533 - Human Resource Analytics
3. MGMT - 52A2 - Data Visualization and Communication for Managers

HRM Leading Change Certificate 2026-2027 GR Program New Form (minor, certificate, concentration)

The proposed curriculum revision for the MA in Human Resource Management (HRM) aligns with best practices observed among leading graduate HRM programs nationally, emphasizing applied learning, analytics, and strategic alignment with business goals. The revised coursework reflects core competencies outlined by the Society for Human Resource Management (SHRM), including employee and labor relations, talent acquisition, compensation strategy, and HR analytics—ensuring graduates are workforce-ready. A review of academic literature highlights the growing need for HRM programs to integrate real-world application, ethical decision-making, and technology fluency to meet evolving employer expectations. Additionally, a regional market scan confirms high demand for HR professionals skilled in communication, data interpretation, legal compliance, and strategic workforce planning, reinforcing the value of an updated, competency-based curriculum.

Required courses Complete the following courses: MGMT 52A3 Introduction to Building Effective Teams MGMT 6331 Organizational Development

Human Resource Management Essentials Certificate

The Graduate Certificate in Human Resource Management Essentials provides a focused, practical foundation for managing human capital in today's complex organizational environments. Designed for early-career professionals, career changers, and managers with HR responsibilities, the certificate covers the essential functions of the HR profession. Core courses introduce key HR processes, including recruitment, employee relations, training, and performance management, along with a deep understanding of the legal and regulatory environment governing HR practices. Students can further specialize in either staffing and selection or compensation and benefits—two critical areas for effective talent management. This certificate is ideal for professionals in supervisory roles, small business owners, and those preparing to pursue additional HR certifications or graduate study in human resource management.

9 credits:

1. HMRS - 5131 - Human Resource Management Processes
2. HMRS - 5231 - Legal Environment of Human Resource Management I
3. HMRS - 5435 - Employee Planning, Staffing, and Selection

Healthcare Management Certificates

The proposed restructuring of the Bachelor of Science in Healthcare Administration (B.S. HADM) program into a stackable certificate model is designed to enhance student engagement, improve retention and persistence, and align academic offerings with workforce demands. This approach involves organizing the existing curriculum into several three-course sequences, each culminating in an undergraduate certificate. Completion of all certificates will satisfy the requirements for the B.S. HADM degree.

Private Practice Management Undergraduate Certificate

The Undergraduate Certificate in Private Practice Management equips students with the administrative and managerial skills needed to lead or support physician practices, outpatient clinics, and small healthcare enterprises. The certificate blends foundational management theory with specialized instruction in medical reimbursement systems and group practice operations.

Students will learn key competencies in managing healthcare teams, overseeing billing and coding processes, and navigating the business operations of physician-owned or independent healthcare practices. This certificate is well-suited for students seeking entry-

level roles in medical office management, practice coordination, or billing supervision, as well as those preparing for graduate study in healthcare administration or business.

9 credit hours

1. HADM - 3351 - Physician Group Practice Management
2. HADM - 4316 - Medical Reimbursement
3. MGMT - 3301 - Management Theory and Practice

Data-Driven Decision Sciences Certificate

The Undergraduate Certificate in Data-Driven Decision Sciences equips students with essential analytical and technology skills needed to make informed, evidence-based decisions in business and healthcare environments. This certificate emphasizes the integration of statistical methods, quantitative modeling, and information systems to support operational and strategic decision-making.

Through hands-on coursework, students will learn to collect, analyze, and interpret data; apply quantitative techniques to real-world problems; and utilize modern information systems for data management and decision support. These competencies are highly valued in roles such as business analysts, healthcare data coordinators, operations managers, and decision support specialists.

9 credits

1. DSCI - 3321 - Statistics I
2. DSCI - 3331 - Quantitative Methods for Management
3. ISAM - 3303 - Information Systems for Management

Executive Healthcare Leadership Undergraduate Certificate

The Undergraduate Certificate in Executive Healthcare Leadership is designed for students preparing to lead complex healthcare organizations in an evolving and highly regulated industry. This certificate integrates foundational and strategic leadership training with a specific focus on healthcare systems, guiding students through principles of management, organizational behavior, and healthcare-specific leadership competencies.

Students will explore strategic planning, organizational alignment, and decision-making frameworks essential for senior leadership roles. The curriculum emphasizes readiness for executive-track roles in hospitals, health systems, group practices, and nonprofit healthcare entities.

9 credits

1. HADM - 3311 - Foundations of Healthcare Administration Leadership
2. MGMT - 3301 - Management Theory and Practice
3. MGMT - 4312 - Strategic Management (Capstone)

Undergraduate Certificate in Healthcare Marketing

The Undergraduate Certificate in Healthcare Marketing prepares students to develop and communicate strategic marketing initiatives within the unique regulatory and consumer environment of the healthcare sector. By combining marketing principles with healthcare-specific planning and professional writing, students learn how to craft effective messaging, design outreach strategies, and support business development goals for healthcare organizations.

This certificate equips students with applied skills in market analysis, service promotion, stakeholder communication, and planning techniques relevant to hospitals, clinics, public health agencies, and healthcare-related nonprofits.

9 credits:

1. HADM - 4312 - Healthcare Planning and Marketing
2. MKTG - 3301 - Principles of Marketing
3. WRIT - 3312 - Written Communications in Business

Healthcare Employment Law Undergraduate Certificate

The Undergraduate Certificate in Healthcare Employment Law prepares students to navigate the complex legal and regulatory environment surrounding employment and human resource management in healthcare organizations. This certificate blends core business law fundamentals with healthcare-specific legal and personnel practices.

Students will gain a practical understanding of employment law, labor regulations, workplace compliance, and legal risks related to hiring, performance management, and employee relations in hospitals, clinics, and other healthcare settings. This certificate is ideal for students pursuing roles in healthcare administration, human resources, compliance, or practice management.

9 credits

1. HADM - 4332 - Legal Dimensions of Healthcare Administration

2. HADM - 4341 - HR in Healthcare Administration
3. LEGL - 3301 - Business Law

Healthcare Finance Undergraduate Certificate

The Undergraduate Certificate in Healthcare Finance provides students with foundational and applied financial knowledge tailored to the healthcare sector. This certificate integrates core business finance principles with specialized instruction in healthcare financial management and economic systems relevant to healthcare delivery.

Students will develop critical skills in financial analysis, budgeting, reimbursement systems, capital planning, and economic evaluation of healthcare services. The curriculum is designed to support career readiness in administrative and financial roles within hospitals, medical group practices, long-term care facilities, insurance organizations, and public health agencies.

9 credits

1. ECON - 3311 - Money and Banking
2. FINC - 3331 - Business Finance
3. HADM - 4351 - Financial Dimensions of Healthcare Administration II

Healthcare Marketing Undergraduate Certificate

The Undergraduate Certificate in Healthcare Marketing prepares students to develop and communicate strategic marketing initiatives within the unique regulatory and consumer environment of the healthcare sector. By combining marketing principles with healthcare-specific planning and professional writing, students learn how to craft effective messaging, design outreach strategies, and support business development goals for healthcare organizations.

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