

Certificate Programs

Certificates Offered

Leadership Studies; Sports Leadership, Business and Managerial Analytics

Prerequisites for Admission

Applicants must hold a baccalaureate degree, or its academic equivalent, from an accredited college or university. The undergraduate background must be appropriate to the chosen course of study. Generally, applicants should have a minimum cumulative grade point average of 3.000 (on a scale of 4.000) in their undergraduate course work. Minimally two years of work experience is preferred.

Application Requirements

Applicants must submit, directly to the Graduate School of Management:

1. A completed application form and fee online via the GSM website (<http://business.marquette.edu/academics/gsm-apply>).
2. Official transcripts from all current and previous colleges/universities except Marquette.
3. Three letters of recommendation.
4. A statement of purpose.
5. Official test scores from the GRE (test code 5786) or GMAT (test code 1448).
 - a. Applicants may request a waiver of the GMAT/GRE requirement if they have earned an overall grade point average of 3.250 or higher from an AACSB accredited school or Department of Education approved regional accrediting body.
6. (For international applicants only) a TOEFL score (test code 1448 and department code 02) or other acceptable proof of English proficiency.

Students are encouraged to complete all application materials and apply for degree status. Temporary status is not available for certificate programs.

All application materials should be sent to:

Graduate School of Management
David A. Straz, Jr. Hall, Executive Center, Suite 275
Marquette University
P.O. Box 1881
Milwaukee, WI 53201-1881

or by courier to: Marquette University Graduate School of Management; David A. Straz, Jr. Hall, Executive Center, Suite 275; 1225 W Wisconsin Avenue; Milwaukee, WI 53233.

Leadership Certificate Requirements

The purpose of the certificate in leadership is to enhance skills in positively influencing others and managing change through values-based leadership strategies. Professionals ready to advance from individual contributors to proactive managers and leaders in their chosen field will benefit from this focused course in study. The certificate covers topics in strategic communication, negotiations, motivation strategies, performance goal setting, change management tools and refining a personal leadership style.

The Graduate School of Management offers a certificate in leadership. The certificate program requires completion of the following courses (15 credits). A maximum of 6 credits may double count between the master in leadership degree and the certificate.

LEDR 6115	Character Driven Leadership	3
3 credits from:		3
LEDR 6125	Negotiations (OR)	
or LEDR 6101	Strategic Communication	
3 credits from:		3
LEDR 6110	Managing Behavior in Organizations	
or LEDR 6215	Change Leadership	
MBA 6140	Leading People and Change	1.5
MBA 6160	Leadership Coaching and Development	1.5
3 credit pre-approved elective		3
Total Credit Hours		15

Students must complete the certificate program within three years. Students are expected to earn a grade of B or above in all courses and must maintain a 3.000 cumulative grade point average to earn the certificate in leadership.

Sports Leadership Certificate Requirements

The Graduate School of Management offers a certificate in sports leadership, which is designed for professionals who would like to strengthen their leadership skills and advance their career within the athletics industry. This graduate certificate studies critical topics within the industry including leadership, sports communication, ethics, sports law, media events and historical events that help set the context for where the industry is today. A maximum of 6 credits may double count between the master in leadership degree and the certificate.

The certificate program requires completion of 15 credit hours.

SPLE 6001	Introduction to Sports Leadership	3
SPLE 6100	Ethics in Sports Leadership	3
SPLE 6200	Sports Communication	3
SPLE 6400	Sport Management	3
Elective course		3
Total Credit Hours		15

Students must complete the certificate program within three years. Students are expected to earn a grade of B or above in all courses and must maintain a 3.000 cumulative grade point average to earn the certificate in sports leadership.

Business and Managerial Analytics

The certificate in business and managerial analytics is designed for working professionals and managers wanting to understand how to leverage their organization's data and to utilize it in business decision making and risk reduction. The Marquette Graduate School of Management (GSM) focuses on a deep understanding of the practice and use of analytics in the business environment; how to understand, frame and solve real world business problems across business disciplines. The GSM Certificate students use the knowledge to make informed business decisions. This certificate helps those with existing business acumen to properly frame business problems in light of the overall management strategy, to identify appropriate data within and outside of the organization, to apply analytical approaches, and use business judgement to understand how results inform the art of decision making. The deep dive classes help the business manager understand the use of analytics specific to their own business functional area and expose them to the use in another functional area, thereby broadening their knowledge base.

Prerequisites for Admission

Students need to meet the admission requirements of the Graduate School of Management (GSM) and have completed the equivalent of information technology management, mathematics and statistics foundations. No programming experience is required. Business experience is ideal, but not required, so that students can leverage their experiences in their learning of new concepts and applications. Students have the opportunity to work with companies to explore real-world examples and tackle issues that industries are struggling with currently while giving strategic thought to challenges of the future.

This Business and Managerial Analytics certificate is a 15-credit program. The following courses are required:

Platform Courses (9 credits)		9
COSC 6520	Business Analytics	
or MBA 6100	Business Analytics	
AND		
COSC 5820	Ethical and Social Implications of Data	
COSC 6510	Business Intelligence	
Electives (6 credits from the following):		6
ACCO 5060	Accounting Analytics	
or ACCO 6060	Accounting Analytics	
ACCO 6535	Fraud Examination and Analytics	
MARK 6130	Customer Relationship Management	
MARK 6160	Marketing Research	
MARK 6165	Marketing Analytics	
ECON 6560	Applied Econometrics	
ECON 6561	Applied Time-Series Econometrics and Forecasting	
Total Credit Hours		15