

# RICHARDS COLLEGE OF BUSINESS

## Certificate Programs



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## Sustainable Business Certificate

There is an increasing demand and need for business professionals in the West Georgia community, as well as nationwide, who understand sustainability in a business setting. Sustainability is one of the key areas in UWG's strategic plan, and UWG has actively pursued sustainability initiatives, such as establishing an Office of Sustainability and on-campus recycling programs. A "Certificate in Sustainable Business" will provide students with the educational background to be more effective in working and developing sustainability initiatives in organizations. The program uses a combination of courses that are already offered in the Richards College of Business. These courses can be taken by any eligible UWG undergraduate student.

### Who is Eligible?

A "Certificate in Sustainable Business" can be completed by either a business or non-business major. Students are eligible to take the classes for this certificate when they have completed 45 hours of classes with at least a 2.0 GPA and have taken the appropriate course prerequisites.

### Course Requirements (12 hours):

#### Select 4 from the following:

MGNT 3625 – Social Corporate Responsibility  
ACCT 4265 – Sustainability Accounting and Reporting  
MGNT 3630 – Environmental Law  
ECON 3480 – Environmental and Natural Resource Economics  
MKTG 4866 or MGNT 4625 – International Business Course

Independent study focusing on sustainability in any business discipline:  
MKTG 4881, MGNT 4862, ECON 4481, ACCT 4285, FINC 4585, CISM 4382

Internship focusing on sustainability in any business discipline:  
MKTG 4886, MGNT 4686, ECON 4486, ACCT 4286, FINC 4586, CISM 4386

## International Business Certificate

The Certificate in International Business can equip you with a solid foundation in international business basics and potentially give you an edge when applying for positions, particularly those in organizations which have connections or do business in other countries. Completion of the requirements will be noted on your transcript, and a certificate will be awarded by the Richards College of Business.

### Who is Eligible?

The Certificate in International Business is an option for either business or non-business majors. Students are eligible to apply for the certificate when they have completed 45 hours of classes with at least a 2.0 GPA and have taken the appropriate prerequisites.

### Course Requirements (15 hours)

Foreign Language Course (3 hours)

*\*Waived for students whose native language is not English*

International Business Courses (9 hours)

### Select three from the following:

ECON 4450 – International Economics  
ECON 4470 – Comparative Economic Systems  
FINC 4521 – International Finance  
MGNT 3627 – Managing Cultural Differences  
MGNT 4625 – International Management  
MKTG 4866 – International Marketing

*\*Other courses may be substituted with approval of a Richards College department chair and the Assistant Dean.*

Richards College Study Abroad Course (3 hours)

## MARKETING & REAL ESTATE

## Advertising Certificate

UWG's certificate in Advertising is an easy add-on to your degree, and it can significantly enhance the chances of securing a job and succeeding in advertising. And you don't even have to be a business major!

The program requires just four classes, which can count as marketing electives for marketing majors, business electives for all business majors, and general electives for non-business majors.

Your certification will be noted on your transcript, and you'll receive a certificate from the Marketing and Real Estate Department.

### Course Requirements (12 hours):

MKTG 3803 – Principles of Marketing  
MKTG 3809 – Advertising Practices  
MKTG 3810 – Social Media and Online Marketing

### And one of the following:

MKTG 4818 – Web Page Design  
MKTG 4886 – Marketing Internship (advertising focus)  
MKTG 4881 – Independent Study in Marketing (advertising focus)  
COMM 3350 – Telecommunications and Electronic Media Industries  
ART 3401 – Graphic Design I  
MKTG 4885 – Special Topics in Marketing

## Sales Certificate

UWG's certificate in Sales is an easy add-on to your degree, and it can significantly enhance the chances of securing a job and succeeding in sales. And you don't even have to be a business major!

The program requires just four classes, and they can count as marketing electives for marketing majors, business electives for all business majors, and general electives for non-business majors.

Your certification will be noted on your transcript, and you'll receive a certificate from the Marketing and Real Estate Department.

### Course Requirements (12 hours):

MKTG 3803 – Principles of Marketing  
MKTG 3801 – Art of Selling and Personal Dynamics  
MKTG 4805 – Sales Management

### And one of the following:

MKTG 4831 – Business-to-Business Marketing  
MKTG 4886 – Marketing Internship (Sales Focus)  
MKTG 4881 – Independent Study in Marketing (Sales Focus)

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## Data Analytics Certificate

The Undergraduate Data Analytics Certificate (DAC) is a collaborative, cross-disciplinary program. The Data Analytics Certificate can be completed by students in conjunction with any major program at UWG. The certificate is designed for students who aspire to work in academic, government, non-profit and business sectors.

### Course Requirements (12 hours):

#### Statistics - select one

ECON 3402 – Business Statistics I  
 POLS 3601 – Political Science Methods II  
 MATH 2063 – Introductory Statistics  
 MATH 3063 – Applied Statistics  
 CRIM/SOCI 4003 – Statistics in the Social Sciences

#### Research Methods - select one

ECON 3406 – Business Statistics II  
 ECON 3460 – Forecasting  
 GEOG 2083 – Introduction to Geographical Analysis  
 MATH 4153 – Applied Mathematical Modeling  
 MATH 4803 – Analysis of Variance  
 MATH 4813 – Regression Analysis  
 MKTG 3808 – Business Research  
 POLS 2601 – Political Science Methods I  
 CRIM/SOCI 4000 – Research Methodology  
 PSYC 4220 – Research Explorations  
 PSYC 4150 – Tests and Measurements

#### Data Management, Analysis, and/or Visualization - select one

CISM 3340 – Data Resource Management and Design  
 CRIM 4004 – Managing Data  
 SOCI 4015 – Analyzing and Visualizing Data  
 ECON 4475 – Introduction to Econometrics and Analytics  
 GEOG 2553 – Introduction to GIS and Mapping Science  
 MKTG 4868 – Marketing Metrics

## Entrepreneurship Certificate

A Certificate in Entrepreneurship is made up of a sequence of courses designed to provide you with a solid foundation of the necessary knowledge and skills to pursue your own business venture or to work in a small business environment. Completion of the requirements will be noted on your transcript, and a certificate will be awarded by the Department of Management.

### Who is Eligible?

A Certificate in Entrepreneurship can be completed by either a business or non-business major. Students are eligible to take the classes for this certificate when they have completed 45 hours of classes with at least a 2.0 GPA and have taken the appropriate course prerequisites. Students must earn a “C” or better in each course.

### Course Requirements (15 hours):

BUSA 2106 – Legal and Ethical Environment of Business  
 MGNT 3600 – Management  
 MGNT 3603 – The Creative Startup  
 MGNT 3618 – Entrepreneurship & Small Business Management  
 MGNT 3635 – New Venture Management

## Human Resource Management Certificate

A Certificate in Human Resource Management can provide you with a solid foundation in HRM and potentially make you more attractive to employers. Completion of the requirements will be noted on your transcript, and a certificate will be awarded by the Department of Management.

### Who is Eligible?

A Certificate in Human Resource Management can be completed by either a business or non-business major. Students are eligible to take the classes for this certificate when they have completed 45 hours of classes with at least a 2.0 GPA and have taken the appropriate course prerequisites. Students must earn a “C” or better in each course.

### Course Requirements (12 hours):

MGNT 4620 – Human Resource Management  
 MGNT 4621 – Applications in HRM  
 MGNT 4640 – Employment Law

### And one of the following:

MGNT 3627 – Managing Cultural Differences  
 MGNT 3630 – Environmental Law  
 MGNT 4626 – Women and Work  
 MGNT 4630 – Dispute Resolution in Contemporary Organizations  
 MGNT 4680 – Human Resource Practicum

## Operations Management Certificate

This certificate can provide you with a solid foundation in Operations Management and potentially make you more attractive to potential employers. Completion of the requirements will be noted on your transcript, and a certificate will be awarded by the Department of Management.

### Who is Eligible?

A Certificate in Operations Management can be completed by either a business or non-business major. Students are eligible to take the classes for this certificate when they have completed 45 hours of classes with at least a 2.0 GPA and have taken the appropriate course prerequisites. Students must earn a “C” or better in each course.

### Course Requirements (12 hours):

MGNT 3615 – Operations Management  
 MGNT 3625 – Quality Assurance  
 MGNT 4616 – Project Management  
 MKTG 4823 – Logistics & Supply Chain Management