

## BUSINESS ANALYTICS

The Certificate in Business Analytics is designed to introduce critical data science and analytics knowledge and skills to College of Business majors. These skills are particularly relevant to any business major, but particularly valuable to accounting, economics, finance, and marketing majors.

### ADMISSION REQUIREMENTS

- Undergraduate business majors in good standing at UT Arlington
- Must earn a B or better in both BSTAT 3321 and INSY 3300

### CERTIFICATE REQUIREMENTS

Twelve semester credit hours, which can be completed in conjunction with an existing College of Business undergraduate degree. Students must complete the appropriate prerequisites before enrolling in program courses. All twelve hours must be completed at UTA.

INSY 3300	Introduction to Programming*
BANA 3308	Introduction to Business Analytics
BANA 3309	Data Visualization and Business Intelligence
BANA 4311	Ethical and Social Issues in Data Science

\* Requires a grade of B or better

To receive the certificate, all BANA courses must be completed with a grade of C or better in each course; INSY 3300 requires a B or better.

## ENTREPRENEURSHIP CERTIFICATE

The Certificate in Entrepreneurship provides students with skills and training in: identifying innovations and market opportunities, writing a business plan, obtaining funding, and launching a new company. All students take a common course that presents the fundamentals of entrepreneurship, then choose two additional courses, based on your interests, from a list of approved courses across academic disciplines.

### ADMISSION REQUIREMENTS

- Undergraduate students in good standing (2.0+ gpa) at UT Arlington
- Non-degree seeking (certificate only) students must have gained admission to UTA as a non-degree seeking student.

### CERTIFICATE REQUIREMENTS

Nine semester credit hours, which can be completed in conjunction with an existing undergraduate degree in any field or independently as a special student. Students must complete the appropriate prerequisites before enrolling in program courses. All nine hours must be completed at UTA.

*Required Course:*

MANA 3325 Entrepreneurship: The New Venture Creation Process

*Elective Options - (select two):*

ART 4382	Entrepreneurship in Arts	MANA 4338	Directed Studies in Entrepreneurship
ENGR 4302	Engineering Entrepreneurship	MANA 4339	Pitching the Entrepreneurial Idea
MANA 4333	Management of Technological Innovation	MARK 4320	Product and Brand Strategy
MANA 4345	Social Entrepreneurship		

Certificate requires a cumulative 3.0 or better GPA (B or better) for certificate courses. A student receiving any combination of grades of C, D, or F, in more than one certificate course or in two attempts of the same certificate course will be dismissed from the program.

## MANAGING DIVERSITY AND INCLUSION IN ORGANIZATIONS

The Managing Diversity and Inclusion in Organizations Undergraduate Certificate will provide students with an in-depth look at diversity in areas such as race, gender, sexual orientation, ethnicity, age, disability, and family status among individuals, organizations, and society from a business perspective. The certificate equips students with knowledge and skills related to developing and managing diverse applicants, employees, customers, and constituents. The certificate is available to both business and non-business majors, as well as non-degree seeking students as a stand-alone certificate.

### ADMISSION REQUIREMENTS

- Undergraduate students (any major) in good standing at UT Arlington - minimum UTA GPA of a 2.0
- Non-Degree Seeking Students: applicants must have 60 college level academic semester credit hours and gained UTA admission as a non-degree seeking student

### CERTIFICATE REQUIREMENTS

Nine semester credit hours, which can be completed in conjunction with an existing undergraduate degree in any field. All nine hours must be completed at UTA.

*Required Course:*

MANA 4326 Diversity in Organizations

*Elective Options (select two):*

ECON 4305 The Economics of Discrimination

MANA 4321 International Management

MANA 4329 Disability and Work

MARK 4325 International Marketing

MARK 4335 Multicultural Marketing

Certificate requires a cumulative 2.5 or better GPA for certificate courses. A minimum of two Bs and one C must be earned to reach the required 2.5 GPA in certificate coursework. A grade of D or F will not be accepted for any certificate course.

## PROFESSIONAL SALES CERTIFICATE

The Sales Certificate will enhance a student's abilities to sell themselves, their ideas, products, and services. It also equips students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. It stresses ethical, technological, and global aspects of professional sales. The program has a strong theoretical background but emphasizes applications and practice. The Sales Certificate Program responds to the growing demand for students with a sales education and is available to both business and non-business majors.

### ADMISSION REQUIREMENTS

- Completed 45 hours of college credit
- Admitted to a degree program
- Minimum UTA GPA of 2.0
- Maintain a 2.0 or better GPA in certificate coursework with a grade of C or better in every Sales Certificate course

### CERTIFICATE REQUIREMENTS

The Sales Certificate requires 18 credit hours total, 12 hours of required courses and 6 credit hours from elective options listed. A minimum of nine hours must be completed at UT Arlington.

*Required Courses - complete all five*

BCOM 3360 Effective Business Communications

MARK 3321 Principles of Marketing

MARK 3322 Professional Selling

MARK 4308 Management and Leadership of the Sales Force

MARK 4322 - Adv Marketing Strategy **OR**

MANA 4322 - Organizational Strategy

*Elective Options - (select one):*

BCOM 4380 Advanced Communications for Business

MANA 4341 Negotiations and Conflict Resolution

MARK 3370 Social Media Marketing

MARK 4303 Retail Marketing

MARK 4393 Marketing Internship (marketing majors only)

A student receiving any combination of grades of D or F in two Sales Certificate course or in two attempts of the same certificate course will be dismissed from the Sales Certificate program.