GOODWIN COLLEGE GRADUATE CERTIFICATE PROGRAMS

Admission Requirements

Admission to the Goodwin College Graduate Certificate Programs:

Applicants must demonstrate proof of a baccalaureate degree from a regionally-accredited college or university and must meet with a graduate student success advisor prior to registering and upon completion of the certificate courses. A minimum cumulative GPA of 3.000 in certificate-applicable coursework is required to receive a certificate, with no grade lower than "C."

Certificate Requirements

Students who earn a graduate certificate may not also earn a concentration in the same area. Similarly, degree-seeking graduate students who earn a concentration may not also earn a graduate certificate in the same area. Courses applied to a graduate certificate must be completed at Benedictine University.

Project Management

Project management is an in-demand skill set, spanning all industries and sectors of business. Project management leadership is a highly sought-after skill as intense global competition demands that new projects and business development be completed on time and within budget. Courses offer the student an understanding of organizational behavior as it relates to the individual, effective team-building skills, conflict management and resolution, as well as skills to effectively manage the financial side of projects.

Code	Title	Hours
Required Courses		
MNGT 6101	Organizational Behavior: Theory and Contemporary Practice	3
or MNGT 5101	Organizational Behavior	
MNGT 6601	Project Management	3
MNGT 6602	Project Cost and Scheduling	3
Optional Course		
MNGT 6603	PMP Preparation	
Total Hours		**9**

DIGITAL MARKETING

Digital marketing uses social media platforms to engage your audience—customers, clients, stakeholders—to build your brand. Increased web traffic leads to increased sales. Advertising on various social media platforms is analyzed. Publishing content on social media platforms is considered. Listening to your audience is also examined.

Code	Title	Hours
Required Courses		
MKTG 6101	Brand and Marketing Management	3
MKTG 6102	Advanced Search and Social Media Marketing	3
MKTG 6103	Advanced Content Marketing, Automation, and Google Analytics	3
Total Hours		**9**

Change Management

A recent Future of Jobs Report projected that jobs leveraging "human" skills such as training and development, and Organization Development specialists to increase. Change Management will provide knowledge to prepare adults for the world of change. Exposure to the role of consulting, the ability to work and improve teams, and understanding the role of the organization development practitioner will be explored.

Code	Title	Hours
MNGT 6201	Organizational Development	3
MNGT 6202	Groups and Team Building	3
MNGT 6203	Organizational Development - Consulting Skills	3
Total Hours		**9**

TALENT MANAGEMENT

Provides students with knowledge and skills in human resource functions, exploring cutting-edge concepts in talent management, business intelligence and ethics. Appropriate for students or working professional in the Human Resources and Talent Management arena.

Code	Title	Hours
MNGT 6301	Human Resources and Talent Management	3
MNGT 6401	Leadership and Ethics in a Global Environment	3
MNGT 6701	Business Intelligence	3
Total Hours		**9**