

MANAGEMENT ESSENTIALS GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Zugang Liu
Program Code	MGMTES
Campus(es)	Great Valley

The Graduate Certificate in Management Essentials provides students with fundamental business skills that are necessary in almost any career today. The program is designed for people who are moving up the career ladder and whose responsibilities now require a diverse set of skills including people and team management, business development, and strategic decision making. Courses in this program provide a broad introduction of the core principles of business in areas such as organizational behavior, marketing, economic theory, and managing enterprises in a digital age.

The program emphasizes the role of a senior manager or business owner who is in a position of making strategic decisions for a company. Upon completion, students will learn effective leadership strategies to motivate teams and individuals, the role of organizational culture in shaping those strategies, market segmentation and product placement, how economic forces shape the markets, and strategies for managing in the digital age. These versatile skillsets are highly valued by any employer and provides confidence to business owners to adapt their strategies as markets and conditions change.

Effective Semester: Fall 2022

Expiration Semester: Summer 2027

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

The successful applicant is generally expected to have a minimum combined junior/senior grade-point average of 3.0 (B) on a 4.0 scale.

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

To be awarded the graduate certificate, students must successfully complete 9 credits of course work consisting of 3 required credits and 6 elective credits. All courses must be completed with a minimum grade of C or better and an overall GPA of 3.0.

Code	Title	Credits
Required Courses		
MGMT 501	Behavioral Science in Business	3
Choose 2 elective courses from the following:		6
BA 800	Marketing Management	
BUSAD 523	Prices and Markets	
BUSAD 837	Managing Digital Enterprises	
Total Credits		9

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Outcomes

- Students will understand the issues surrounding the management of groups and individuals.
- Understand the key concepts, analytical perspectives, and decision tools of marketing that aid in market evaluation and planning.
- Predict firm and individual behavior based on the process of rational decision making.

Contact

Campus	Great Valley
Graduate Program Head	Zugang Liu
Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)	Sagnika Sen
Program Contact	DENISE Y. SMITH 30 E Swedesford Road Malvern PA 19355 dms7338@psu.edu (610) 648-3336
Program Website	View (https://greatvalley.psu.edu/academics/graduate-certificates/management-essentials/)