

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