

QUANTITATIVE BUSINESS ESSENTIALS GRADUATE CREDIT CERTIFICATE PROGRAM

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

The Graduate Certificate in Quantitative Business Essentials provides students with the knowledge and skills necessary to become more efficient and effective managers and decision-makers. For students without a formal business education, this program equips them with fundamental concepts in data-driven decision making, accounting, finance, and supply chain management. For students with some business background, such as marketing, the program offers an excellent opportunity to upgrade their skills with essential tools of business.

The program emphasizes the role of the decision maker who is in a position of evaluating alternatives to make a sound and profitable business choice. Upon completion, students will be conversant in utilizing appropriate statistical techniques and interpreting reports for various business scenarios, be able to assess the financial standing of a company from its financial statements, calculate and evaluate the cost of capital for a project, evaluate the risk and return trade-off in various business decisions, and optimize their supply chain and logistics operations. These skills can be applied to any current business or to assess the feasibility of a proposed start-up.

Effective Semester: Fall 2023
Expiration Semester: Fall 2028

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 6 required credits and 3

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 | | |
| BUS 510 | Business Analytics and Decision Modeling | 3 |
| ACCTG 800 | Financial and Managerial Accounting | 3 |
| Choose 1 of the following courses: | | 3 |
| MBADM 820 | Financial Management | |
| BA 810 | Supply Chain and Operations Management | |
| BUSAD 811 | New Ventures Ideation and Feasibility Analysis | |
| 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 be able to analyze an organization's financial statements and compare to industry and key competitors.
- Students will have improved skills needed for new ventures including: presentation, negotiation, interviewing, and self-awareness skills.

Contact

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| 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/quantitative-business-essentials/) |