

QUANTITATIVE BUSINESS ESSENTIALS GRADUATE CREDIT CERTIFICATE PROGRAM

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