

GENERAL BUSINESS

BUSC 8000 Business Writing

Business writing provides readers with clear and concise information that the reader can swiftly digest to determine what they need to know or what they need to do. Creating documents such as emails, executive memos, and letters should utilize the Consider- Draft-Reconsider guidelines to ensure you are sending the right message. 1 credit.

- 4 clock hours/1 PDU

BUSU 0018 Certificate in Business Communications

This certificate offers instruction on crafting many of the most common business communication formats: memos, reports, brochures, proposals, presentations, catalogs, and websites. Topics include formal and informal outlining techniques, using email appropriately in an organizational setting, and revising for wordiness, unnecessary phrases, redundancy, and jargon. Each of these self-paced courses offer an assortment of interactive exercises, selected readings, and self-assessments that will engage and help students practice effective business communication. Upon successful completion of all courses in this certificate program, you can download and print a Certificate of Completion. 2.5 credits.

- 24 Clock Hours/2.4 CEUs
- 25 PMI PDUs*
- 25 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

BUSU 0061 Introduction to Business Analysis

Business analysis is the discipline of identifying business needs and requirements and designing and executing solutions to business problems. This introductory course provides a wide-ranging overview of the principles and concepts of business analysis, with a focus on the following six areas: needs assessment, stakeholder engagement, requirements elicitation, requirements analysis, requirements tracing and monitoring, and solution evaluation. This course covers the common stages of a business analysis project and describes common terminology and tools and techniques utilized by a business analyst. It provides subject matter expert testimony by business analysis practitioners on important topics related to successfully completing business analysis activities. This course also considers the place of business analysis and product development life cycles within the greater scheme of project life cycle management. While this course is not officially or directly aligned as an exam prep course, it contains sufficient content that can be used as a resource for individuals preparing for the PMI-PBA® or IIBA-CBAP® certification exams, containing over 170 questions. 2.5 credits.

- 25 clock hours/2.5 CEUs
- 18 PMI PDUs

*PDUs/contact hours recognized by the Project Management Institute.

BUSU 0011 Certificate in Entrepreneurship

This online certificate program introduces key issues in entrepreneurship for those looking to start a business on their own. What does it take to build and grow a business from scratch? What personal characteristics are shared by successful entrepreneurs? What types of resources are available to budding entrepreneurs, and where can you find them? Learners who complete this program will have the answers to those questions and others that are essential to the success of their businesses. This certificate is suitable for new business owners, as well as anyone considering the challenges of entrepreneurship. This Certificate includes five courses: 1. Accounting and Finance for Entrepreneurs 2. Introduction to Entrepreneurship 3. Business Law for Entrepreneurs 4. Strategic Marketing for Entrepreneurs and 5. Leadership and Management for Entrepreneurs. 2.5 credits.

- 25 clock hours/2.5 CEUs
- 25 SHRM PDCs*

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

BUSU 0012 Certificate in Entrepreneurship (ACE CREDIT®)

This online course teaches essential skills and knowledge for entrepreneurs. Throughout five segments, learners will explore how entrepreneurs create successful ventures, and develop functional skills in management, accounting, marketing, and business law. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to practice entrepreneurial skills. This Certificate includes seven courses: 1. Accounting and Finance for Entrepreneurs 2. Introduction to Entrepreneurship 3. Business Law for Entrepreneurs 4. Strategic Marketing for Entrepreneurs 5. Leadership and Management for Entrepreneurs 6. Entrepreneurship Introduction Course (ACE CREDIT®) and 7. Entrepreneurship Final Exam (ACE CREDIT®). 2.5 credits.

- 25 clock hours/2.5 CEUs
- 2 ACE Credits*
- 25 SHRM PDCs**

* This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) with a recommendation of 2 credits, lower division, in entrepreneurship.

**Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

BUSU 0044 AEM®/CEM® Prep Course (U.S. version)

The AEM®/CEM® Prep Course was designed in partnership with the International Association of Emergency Managers (IAEM). This course is meant for emergency management professionals seeking the AEM or CEM credential. The course walks learners through the application process for both credentials. Primarily, the course reviews key terms and concepts that may appear on the AEM/CEM exam. Learners can check their understanding throughout the course with interactive games, review checkpoints, and exams. Certified Emergency Managers provide expert commentary, using their knowledge and experience to guide learners through the course. Plus, learners can gauge their exam readiness with two full-length practice exams, which mirror the real AEM/CEM exam. This edition of the AEM®/CEM® Prep Course is up to date and accurate for anyone taking IAEM's certification exam on or after November 13, 2022. 3 credits.

- 30 clock hours/3.0 CEUs

BUSU 0098 Introduction to Emergency Management in the U.S.

Emergency management is a critical and expanding field; climate change has increased the extent and frequency of natural disasters, and terrorism is a growing threat. Therefore, emergency managers play an increasingly vital role across the whole community and all levels of government. This course is designed for learners who are studying emergency management for the first time, preparing for a new career or job role in emergency management, or seeking to refresh their knowledge of foundational concepts. 1 credit.

- 10 clock hours/1.0 CEU
- 10 PDUs*

* PDUs/ contact hours recognized by the Project Management Institute.

Remote Work

BUSU 0003 Optimizing Remote Work Bundle

Working remotely brings unique challenges to day-to-day work schedules. Technology issues can hinder your productivity and, when you're spending your whole day in the same place, it can be hard to transition from work hours to personal time. This online course bundle equips learners with the skills and strategies to thrive in a remote work environment. The courses offer advice on navigating a virtual career, providing tips on maintaining a healthy work-life balance, and guidance on managing different devices and technologies when working from home. In addition, these courses will give you the tools you need to balance work and life and maintain your emotional health. This Bundle includes three Work From Home courses: 1. Technology at Home 2. Work-Life Balance and 3. Health and Wellness at Home. 0.9 credits.

- 9 clock hours/.9 CEUs

BUSU 0004 Work From Home: Health and Wellness at Home

Working from home presents a unique set of challenges when it comes to maintaining mental and physical health. From increased feelings of social isolation, anxiety, and stress, to a decrease in physical activity, sleep quality, and motivation, many people find that working from home is not necessarily a dream-like experience. This course provides learners with the knowledge and practices to gain and sustain optimum health and wellness at home. In addition, it provides guidance for improving sleep hygiene, practicing mindfulness, developing healthy eating habits, exercising, and tracking health with technology. 0.3 credits.

- 3 clock hours/.3 CEUs

BUSU 0005 Work From Home: Technology at Home

The key to a productive workday at home is being prepared for all the technology needs that accompany work-from-home situations. Nothing is worse than a frozen Zoom meeting or a VPN connection issue! This course provides learners with the knowledge, tips, and practices to manage different devices and technologies at home. In addition, it provides practical guidance for purchasing products, contracting for services, and troubleshooting common issues so your day runs smoothly from anywhere in the world. 0.3 credits.

- 3 clock hours/.3 CEUs

BUSU 0006 Work From Home: Work-Life Balance

Finding a healthy work-life balance—knowing the right amount of time to devote to your work, to your family, and to yourself—has never been easy. And, as more and more people are now working from home, the lines between work and life have blurred, and the idea of balance has grown ever more elusive. This course will introduce you to the concept of work-life balance, as we know it in the Age of Remote Work. And it will offer you practical advice and tips on dealing with your employer, supporting your family, and caring for parents and other, older loved ones. 0.3 credits.

- 3 clock hours/.3 CEUs

Marketing

BUSU 0039 Certificate in Digital Marketing

This certificate in Digital Marketing Program is aligned with the Online Marketing Certificate (OMCP) standards to ensure that it is comprehensive and relevant. Each of the 9 courses in this program covers online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google AdWords, and more. Each offers examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material. Upon successful completion of all courses in this certificate program, you can download and print a Certificate of Completion. This Certificate includes nine courses: 1. Social Media Marketing 2. Marketing Automation 3. Content Marketing 4. Search Engine Optimization 5. Web Analytics 6. Paid Search (PPC) 7. Conversion Rate Optimization 8. Mobile Marketing and 9. Digital Marketing Strategy. 3 credits.

- 30 clock hours/3.0 CEUs
- 30 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

BUSU 0001 Certificate in Digital Marketing (ACE CREDIT®)

This online course introduces learners to the principles, strategies, and technology of digital marketing. Video commentary from marketing professionals provides insight into the challenges and best practices of the field. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to demonstrate their knowledge of digital marketing and practice relevant skills. This Certificate includes twelve courses: 1. Social Media Marketing 2. Marketing Automation 3. Content Marketing 4. Search Engine Optimization 5. Web Analytics 6. Paid Search (PPC) 7. Conversion Rate Optimization 8. Mobile Marketing 9. Digital Marketing Strategy 10. Digital Marketing Introduction Course (ACE CREDIT®) 11. Google Analytics 4 and 12. Digital Marketing Final Exam (ACE CREDIT®). 3.3 credits.

- 33 clock hours/3.3 CEUs
- 2 ACE Credits*
- 10.5 PMI PDUs **
- 30 SHRM PDCs***

*This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) with a recommendation of 2 credits, lower division, in business or marketing.

**PDUs/ contact hours recognized by the Project Management Institute.

***Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

BUSU 0002 Online Marketing Certified Associate (OMCA™) Test Prep Bundle

This completely online and self-paced program provides comprehensive preparation for the Online Marketing Certified Associate (OMCA™) certification exam. It includes a voucher for the OMCA™ online exam (retail value \$225) and a code for two practice exams. Courses in this program cover the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each course offers examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material. 3.6 credits.

The requirements for OMCA certification include:

- A passing score on the OMCA™ exam
- A secondary degree or equivalent (e.g., High School diploma or GED)
- Either successfully completing this MindEdge Test Prep Bundle or 600 hours of experience.

This Bundle includes eleven courses: 1. Social Media Marketing 2. Marketing Automation 3. Content Marketing 4. Search Engine Optimization 5. Web Analytics 6. Paid Search (PPC) 7. Conversion Rate Optimization 8. Mobile Marketing 9. Digital Marketing Strategy 10. Google Analytics 4 and 11. OMCA™ Practice Exams. 3.55 credits.

- 35.5 clock hours/3.55 CEUs
- 10.5 PMI PDUs*
- 30 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

Finance

BUSU 0057 Certificate in Finance Essentials

This online certificate program introduces non-financial managers to the essentials of finance. The course will help you become conversant in critical financial terminology, and you'll learn how to calculate key financial management indicators. You will learn how to assess your organization's financial health by reviewing balance sheets, income statements, and statements of cash flow, and you will discover how finance and accounting tools can be used to support informed decision making within organizations. Each 3-to-5-hour, self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage you and structure your learning about organizational finance. Upon successful completion of all courses in this certificate program, you can download and print a Certificate of Completion. 1.9 credits.

- 19 clock hours/1.9 CEUs
- 19 PMI PDUs*
- 19 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

BUSU 0087 Certified Modern Banking Representative Exam

This course contains the Center for Financial Training & Education Alliance's (CFTEA) online exam for the Modern Banking Representative Certification (MBRC). As a modern certification in today's business world, the nationally accepted MBRC covers material designed to provide relevant knowledge to new and entry-level employees as they develop and advance in their professional careers at financial institutions. Exam is 2 hours. 0 credits.

BUSU 0088 CFTEA: Online Certified Modern Banking Representative Certificate

As a modern certification in today's business world, the Certified Modern Banking Representative (CMBR) covers updated material that allows new, entry-level employees to develop in their careers and equips them to take on modern banking challenges with knowledge, confidence, and skill. This is an entry-level certification for banking representatives that applies to a broad group of job seekers. Certification can offer a clear pathway to employment in the banking industry. This Certificate includes five courses: 1. Fighting Fraud 2. Banking Today 3. Legal Foundations in Banking 4. Quality Service and 5. Certified Modern Banking Representative Exam. 1.6 credits.

- 16 clock hours/1.6 CEUs

BUSU 0089 Financial Math Basics

Mathematics is a foundational pillar of business and finance. It is necessary to understand how to apply math in different financial situations to have business success. This course will allow you to strengthen your math skills by providing examples of how basic math concepts apply in a variety of financial settings, including calculating interest, business expenses, and employee compensation. 0.6 credits.

- 6 clock hours/.6 CEUs

Career Readiness Programs

XLSC 9028 Emerging Professional Certificate

Gain the essential skills needed to make yourself more marketable and get hired fast! The most successful professionals in any industry are those who can communicate effectively and build strong relationships by understanding themselves and others. You will learn tools and strategies to identify your primary work style, improve your communication and listening skills, and follow a three-step process to become a better writer. The Emerging Professional Certificate includes three competencies: 1- Self-Management, 2 - Effective Communication, 3 - Business Writing. 1.5 credits.

- 20 clock hours/1.5 PDUs

BUSU 0069 Sales Bootcamp with Career Services

Individuals working in sales have one of the most important roles across any business or industry. University of Massachusetts Global's Sales Bootcamp with Career Services equips you with industry proven best practices and techniques to jumpstart your successful career in sales. Our program includes online sales training, sales certification, and career services. 4 credits.

- 40 clock hours/4.0 CEUs

BUSU 0070 Recruiter Bootcamp with Career Services

Recruiting is a rewarding career path that helps others succeed. As a recruiter, you will network, communicate and connect people to careers that meet the organization's needs. University of Massachusetts Global's Recruiter Bootcamp with Career Services equips you with industry proven best practices to jumpstart your career in recruitment. Our program includes online training, recruiter certification, and career services. 3.6 credits.

- 36 clock hours/3.6 CEUs

Management

MGTU 0014 Certificate in Management Skills

Successful managers know the importance of building strong relationships with their team members. This certificate equips both new and experienced managers with the skills and resources necessary to foster strong connections, lead change, and resolve potential conflicts. Whether operating in an in-person office environment or a remote work setting, managers will learn practical ways to better coach and motivate their teams. Through interactive exercises, videos, self-assessments, and case studies, the self-paced courses included in this certificate provide opportunities to practice and apply key management skills. This Certificate includes ten courses: 1. Leading and Managing Change 2. Introduction to Negotiations 3. Time Management 4. Managing People 5. Handling Difficult Employee Behavior 6. Communicating Collaboratively 7. Emotional Intelligence for Managers 8. Managing Remote Employees 9. Introduction to Management and 10. HR Fundamentals for Managers. 4.1 credits.

- 41 clock hours/4.1 CEUs
- 39 PMI PDUs*
- 39 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0012 Certificate in Management Skills (ACE CREDIT®)

This online course equips both new and experienced managers with the skills and resources necessary to foster strong connections, lead change, and resolve potential conflicts. Throughout ten segments, students will learn practical ways to better coach and motivate their teams, whether operating in an in-person office environment or a remote work setting. The self-paced course offers an assortment of interactive exercises, videos, case studies, and self-assessments that engage learners and provide opportunities to practice and apply key management skills. This Certificate includes eleven courses: 1. Leading and Managing Change 2. Introduction to Negotiations 3. Time Management 4. Managing People 5. Handling Difficult Employee Behavior 6. Communicating Collaboratively 7. Emotional Intelligence for Managers 8. Managing Remote Employees 9. HR Fundamentals for Managers 10. Management Skills Final Exam (ACE CREDIT®) and 11. Management Skills Introduction Course (ACE CREDIT®). 3.8 credits.

- 38 clock hours/3.8 CEUs
- 3 ACE Credits*
- 36 PMI PDUs **
- 36 SHRM PDCs***

*This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) with a recommendation of 3 credits, lower division, in management.

**PDUs/ contact hours recognized by the Project Management Institute.

***Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0015 Certificate in Managing Change and Resolving Conflict

Leaders and managers are often called upon to deal with the challenging impacts of change, to work through disputes with partners and customers, and to resolve conflict within the organization. This Certificate in Managing Change and Resolving Conflict covers the key issues and best practices for managers dealing with contentious situations in the workplace. Each of the seven courses in this suite offer examples, videos from practitioners and experts, interactive games, and review questions to ensure mastery of the material. The courses present strategies that managers can use to help deal with conflict, with case studies and scenarios that highlight key issues. Courses included in this certificate program are listed at the bottom of this page. This program can help both current managers, and those advancing in the management ranks, with the necessary knowledge and skills. It is recommended that learners begin with Introduction to Managing Change and Resolving Conflict course first, and then other courses can be taken in any order. Upon successful completion, you can download and print a Certificate of Completion. 3 credits.

- 30 clock hours/3.0 CEUs
- 25 PMI PDUs*
- 31 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0017 Certificate in Negotiation

This online certificate program helps learners develop the skills and strategies needed to become a successful negotiator. The fundamental concepts of negotiation are addressed, as well as the application of these concepts to the specific areas of Deal Making Negotiation and Dispute Settlement Negotiation. Video commentary provides learners with practical insights on translating the principles of negotiation into real-world bargaining success. Each 3- to 4-hour, self-paced course offers an assortment of interactive exercises, videos, readings, case studies, and self-assessments that will keep learners engaged as they sharpen their negotiating skills. This Certificate includes three courses: 1. Introduction to Negotiations 2. Negotiations: Making Business Deals and 3. Negotiations: Resolving Disputes. 1 credit.

- 10 clock hours/1 CEU
- 7 PMI PDUs*
- 10 SHRM PDCs**

* PDUs/ contact hours recognized by the Project Management Institute.

** Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0013 Certificate in Conflict Management (ACE CREDIT®)

This online course covers the key issues and best practices for managers dealing with contentious situations in the workplace. Throughout seven segments, learners will explore strategies that managers can use to help deal with conflict. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies and scenarios highlighting key issues, and self-assessments that engage students and provide opportunities to practice conflict negotiation and management skills. This Certificate includes nine courses: 1. Leading and Managing Change 2. Handling Difficult Employee Behavior 3. Communicating Collaboratively 4. Handling Workplace Conflict 5. Emotional Intelligence for Managers 6. Negotiations: Resolving Disputes 7. Introduction to Managing Change and Resolving Conflict 8. Conflict Management Final Exam (ACE CREDIT®) and 9. Conflict Management Introduction Course (ACE CREDIT®). 3 credits.

- 30 clock hours/3.0 CEUs
- 3 ACE Credits*
- 25 PMI PDUs **
- 31 SHRM PDCs***

*This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) with a recommendation of 3 credits, lower division, in conflict management.

**PDUs/ contact hours recognized by the Project Management Institute.

***Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0016 Frontline Manager™ Certificate

Frontline managers sit at the very first level of management across a company's business operations and functions, and are utilized in just about every industry and market. They make up 60% of a company's management ranks, and directly supervise as much as 80% of the workforce. They are the representation of a brand - interacting with customers, speaking to vendors, negotiating contracts, and managing employees. They are, in essence, a company's strategy in motion and the key to its success. The Frontline Manager™ certificate and courses were developed to offer vital training in core managerial skills to first-level managers. With a focus on topics such as supervision, coaching, leadership styles, navigating organizational culture, and time management, the courses are designed to help frontline managers develop into true leaders within an organization. The certificate consists of 9 courses and a simulation that are online and self-paced, offering flexibility in the delivery and timeframe. No prerequisites are required to begin the courses. A course will be considered complete when the participant has done all assignments, exercises, review checkpoints, and has received at least a 70% on the course final exam. Students will have 12 months to complete all the courses in the certificate. 3.4 credits.

- 34 clock hours/3.4 CEUs
- 34 SHRM PDCs**

*Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

MGTU 0011 Frontline Manager™ Certificate (ACE CREDIT®)

The Frontline Manager™ certificate and courses were developed to offer vital training in core managerial skills to first-level managers. With a focus on topics such as supervision, coaching, leadership styles, navigating organizational culture, and time management, the courses are designed to help frontline managers develop into true leaders within an organization. This Certificate includes twelve Frontline Manager® courses: 1. Introduction to Supervision 2. Coaching 3. Progressive Discipline 4. Time Management 5. Work-Life Balance 6. Better Communication 7. Leadership Styles 8. Teams and Groups 9. Leading a Team at Dragonfly Simulation 10. Navigating Your Organizational Culture 11. Introduction Course and 12. Certification — ACE CREDIT® Exam. 3.4 credits.

- 34 clock hours/3.4 CEUs
- 2 ACE Credits*
- 34 SHRM PDCs**

*This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) with a recommendation of 3 credits, lower division, in introduction to management.

**Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

American Institute of Graphic Arts (AIGA) Professional Design

BUSU 0007 AIGA Professional Design Certification

AIGA is here to help you grow your design career, build your leadership skills, and advance the profession. The AIGA Professional Design Certification represents a commitment to the design profession and to lifelong learning. This new online design certification program is open to design practitioners at every level who are committed to expanding their careers and the profession. Practitioners in graphic design, visual communications, interactive and web design, UI/UX, and all design modalities can benefit from the AIGA Professional Design Certification. This Certification includes four AIGA courses: 1. Business for Designers 2. Design Foundations 3. Law for Designers and 4. Standards of Professional Practice. 3 credits.

- 30 clock hours/3.0 CEUs

BUSU 0008 AIGA Professional Design Certificate (ACE CREDIT®)

The AIGA Professional Design Certification represents a commitment to the design profession and to lifelong learning. This new online design certification program is open to design practitioners at every level who are committed to expanding their careers and the profession. Practitioners in graphic design, visual communications, interactive and web design, UI/UX, and all design modalities can benefit from the AIGA Professional Design Certification. This Certification includes six AIGA courses: 1. Business for Designers 2. Design Foundations 3. Law for Designers 4. Standards of Professional Practice 5. Professional Design Certification — ACE CREDIT® Introduction Course and 6. Professional Design Certification — ACE CREDIT®. 3 credits.

- 30 clock hours/3.0 CEUs
- 2 ACE Credits*

*This course has been evaluated by The American Council on Education's College Credit Recommendation Service (ACE CREDIT[®]) with a recommendation of 2 credits, vocational level, in professional design.

BUSU 0010 AIGA Business for Designers

This course provides an overview of key business concepts—applicable to freelance designers, designers who are sole proprietors or lead their own design firms, and designers working in large or small firms. The course explores key concepts of effective leadership, management, and team development. Learners will review people and project management skills and practice applying their learning in real-world scenarios. Next, learners will dive into business strategy, examining the importance of strategic thinking and practicing different methods for strategic planning. Lastly, the course covers the financial side of the business, giving a high-level overview of important accounting and finance terminology, which designers can use to better understand how to design efforts that fit into the larger financial goals and objectives. 1.1 credits.

- 11 clock hours/1.1 CEUs

BUSU 0009 AIGA Design Foundations

Successful organizations know the value of design. Because thoughtful design is a driver of organizational success, designers are often required to wear many hats—innovator, leader, and problem-solver, just to name a few. This course provides design professionals with an overview of key design principles and practices, providing a shared language for describing the creative and complex role that designers play within their organizations. The course also explores methods for fostering innovation, solving complex problems with design, and communicating the value of design with data. Through interactive games and exercises, learners will engage with key concepts and apply their learning to real-world scenarios and case studies. The course is designed for early-career and seasoned professionals alike, offering engaging instructional content for designers at all levels who want to sharpen their understanding of design principles, tools, and best practices. 1.2 credits.

- 12 clock hours/1.2 CEUs