

CAREER READINESS PROGRAMS

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.

- 25 clock hours/2.5 CEUs

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. 3 credits.

- 30 clock hours/3.0 CEUs

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

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

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 PDU

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

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