



Graduate Certificate in Management Essentials Required and Elective Courses

The goal of the Graduate Certificate in Management Essentials is to provide 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.

The Graduate Certificate in Management Essentials will be awarded upon successful completion of the 9-credit curriculum below.* The courses are not listed in sequential order. All course work should be completed within three years of starting the certificate program. Students should e-mail questions to ManagementHelp@psu.edu.

3-Credit Required Curriculum			
Course #	Course Titles	Typically Offered	Sem/Grade
MGMT 501	Behavioral Science in Business	Fall & Spring	
6-Credit Elective Curriculum (See Below)			
Course #	Course Title	Sem/Grade	

Program Electives

6-Credit Electives (Choose 2 course from the following list)		
Course #	Course Title	Typically Offered
BA 800	Marketing Management	Spring & Summer
BUSAD 523	Prices and Markets	Fall & Spring
BUSAD 837	Managing Digital Enterprises (<i>Pre-req MGMT 501</i>)	Fall

See our [Course Descriptions](#) page for additional course information.

NOTE: Students must maintain a minimum grade point average of 3.0 (B) throughout the program. Courses may be applied to Great Valley Master's programs if admitted as a degree-seeking student. If degree-seeking, you must formally apply for degree admission: completing this certificate does not guarantee admission to the [degree program](#). *To be awarded the graduate certificate, students must successfully complete 9 credits of course work. Students must complete each course with a grade of C or better, and an overall grade-point average of 3.0 in the certificate courses.

Questions & Advising - Students should contact their assigned faculty advisors with any questions or for advice on course selection. After successfully completing the required course work, please submit a Graduate Certificate Completion Form at <http://greatvalley.psu.edu/form/graduate-certificate-completion-form>.