

# ONLINE CERTIFICATE PROGRAMS

## Graduate Certificate Programs

Our 100% online graduate certificate programs are powerful professional development tools, allowing you to develop business and management knowledge in a flexible format. Much of the graduate certificate curriculum represents foundational and core courses offered in our MBA and master's (MS) programs, and classes are taught by renowned Daniels School faculty.

### Program Highlights

- 100% Online
- Taught by acclaimed faculty
- Credit earned towards Online MS/MBA degree
- Graduate Certificate is an earned academic credential that enhances ROI

### Tuition

- \$1,068.80 per credit hour with fees for In-State students
- \$1,118.80 per credit hour with fees for Out-of-State and International students

### Application Deadlines

- Fall - August 1
- Spring - December 1
- Summer - April 1 \*

*\*Summer applications for Business Essentials and Business Analytics only*

**MORE  
INFORMATION**

[business.purdue.edu/online/certificate/home.php](https://business.purdue.edu/online/certificate/home.php)

## BUSINESS ANALYTICS GRADUATE CERTIFICATE

As a top-ranked business school operating within a university at the forefront of STEM education, we offer an analytical, problem-solving brand of business education along with a pragmatic approach to academics. Businesses are collecting more data than ever before and using that information to make better-informed decisions, which is of paramount importance in today's global business environment. Our Business Analytics Graduate Certificate program educates students in the use of analytical tools and techniques to analyze data in a business context.

The curriculum requires that students choose a programming track, either Python or R.

**CREDIT HOURS: 11**

## BUSINESS & ECONOMICS DATA ANALYTICS GRADUATE CERTIFICATE

The Business and Economics Data Analytics Graduate Certificate program provides students the opportunity to learn how to find solutions to economic issues using analytical approaches. With a wide selection of cutting-edge economics and analytics courses including advanced Python programming, applied game theory, and data mining, taught by Daniels School leading faculty members, students will be able to further equip themselves with the quantitative skills necessary to enhance their career outcomes.

**CREDIT HOURS: 10**

## BUSINESS ESSENTIALS GRADUATE CERTIFICATE

The Business Essentials Graduate Certificate program is a mini-MBA online experience, offering students the opportunity to further develop their understanding of management and breadth of business knowledge. Students will be able to take classes focusing on a variety of business functions including accounting, strategic management, financial management, and others.

**CREDIT HOURS: 9**

## DIGITAL MARKETING & ANALYTICS GRADUATE CERTIFICATE

The Digital Marketing & Analytics Graduate Certificate program prepares students to develop digital marketing plans and integrate marketing, advertising, sales, and logistics across physical and digital channels. Students get instruction in digital marketing, e-commerce, online consumer psychology, search engine optimization, social media marketing, and web analytics.

**CREDIT HOURS: 9-11**

## FINANCIAL ECONOMICS GRADUATE CERTIFICATE

The Financial Economics Graduate Certificate program delivers coursework to students and working professionals looking to add economic and statistical concepts to their portfolio. The program teaches students the analytic and quantitative methods necessary to evaluate and forecast key economic outcomes. Courses engage students in the fields of decision theory, financial markets, and quantitative analysis.

**CREDIT HOURS: 11**

## GLOBAL SUPPLY CHAIN MANAGEMENT GRADUATE CERTIFICATE

The Global Supply Chain Management Graduate Certificate builds upon Purdue University's core strength in operations, supply chain management, and business analytics to provide skills that will well position you for a career in managing supply chains. Courses cover the importance of supply chain management decisions and issues in developing a business strategy and the interpretation of how these functionalities work together. Students develop a foundational knowledge in supply chain management, logistics management, operations management and international trade and logistics.

**CREDIT HOURS: 12**

## FUNDAMENTALS OF HUMAN RESOURCES GRADUATE CERTIFICATE

The Fundamentals of Human Resources Graduate Certificate provides students with an introduction to the skills central to human resources management and focuses on developing and empowering business-savvy human resource leaders for global organizations. The coursework combines human resources, organizational behavior, and management courses to enhance your strategic decision-making skills. Upon successful completion of the certification, students will be able to comprehend basic decision-making processes and issues in various functional areas of OBHR and develop and utilize methods to identify salient information and trends in the OBHR field.

**CREDIT HOURS: 10**

## INNOVATION & TECHNOLOGY COMMERCIALIZATION GRADUATE CERTIFICATE

The demand for innovation and technology expertise is rapidly increasing. The curriculum for this certification is focused on introducing students to the required combination of technology-based commercialization skills. Students enrolled in the Innovation & Technology Commercialization Graduate Certificate program are able to obtain a deeper understanding of the ideation to commercialization process. With courses covering technology strategy, collaborative innovation, and financing, you'll have a richer understanding of what it takes to bring the next big idea to market.

**CREDIT HOURS: 9**

## LEADERSHIP, CHANGE MANAGEMENT & NEGOTIATIONS GRADUATE CERTIFICATE

The Leadership, Change Management & Negotiations Graduate Certificate is designed to reinforce students' ability to become a leader in the dynamic Human Resources landscape. Students pursuing this certificate program will gain essential knowledge and skills in leadership, negotiations, change management, diversity and managing behaviors in organizations.

**CREDIT HOURS: 9**

## PUBLIC ECONOMICS & POLICY GRADUATE CERTIFICATE

The Public Economics & Policy Graduate Certificate targets working professionals seeking to work in public policy entities, governmental agencies or those looking to expand their knowledge of policy-relevant economic research. Students analyze policy challenges facing governments around the world to learn and to find solutions to these challenges while taking into consideration obstacles to implementation. Coursework applies economic perspectives on activities of governmental policies and the benefits and challenges to today's global society.

**CREDIT HOURS: 10**