Nexford University

University Kit

Version 2.2.20221221

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The start of your next-generation journey

The University Kit contains everything that you need to get started and get ahead with your studies at NXU

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SECTION 1:

Starting at Nexford

Nexford University

Join the community of learners with these Nexford assets

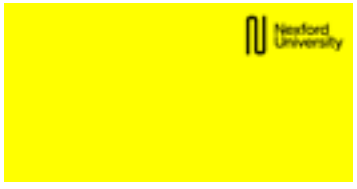
Profile picture frame

Upgrade your social media presence and network with our community of learners by choosing your own personalized profile picture.

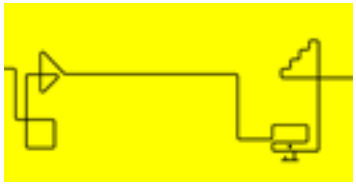
MBA BBA Certificate & Course

Virtual Backgrounds

In a meeting or networking? Want to show that you are a Nexford learner? Download one of our outstanding virtual backgrounds.

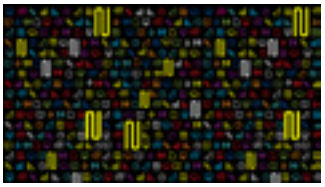


Simple Background 1

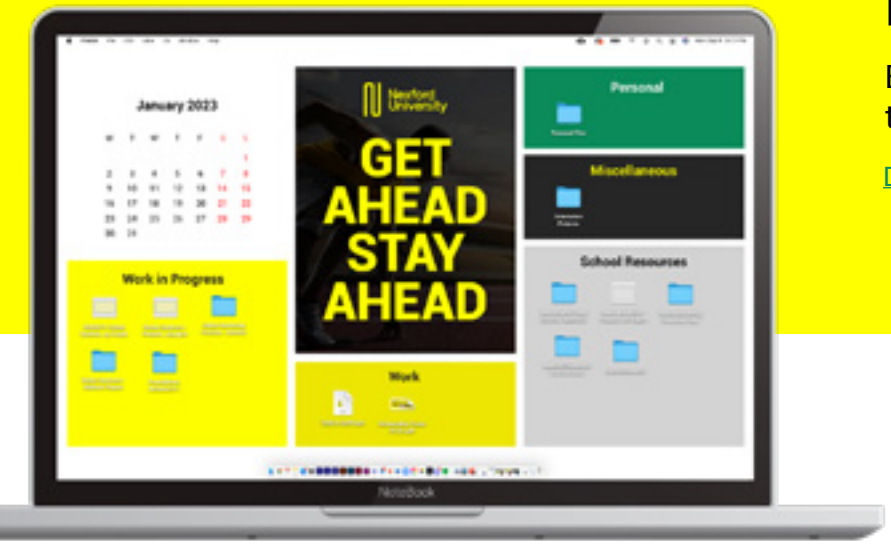


Simple Background 2

Abstract Background 1



Abstract Background 2



Desktop Organizers

Enhance your study management style with these desktop file organizers

Design 1 Design 2

Phone Wallpapers

Show your school spirit by Nexfordizing your phone!

Motivation Wallpaper 1

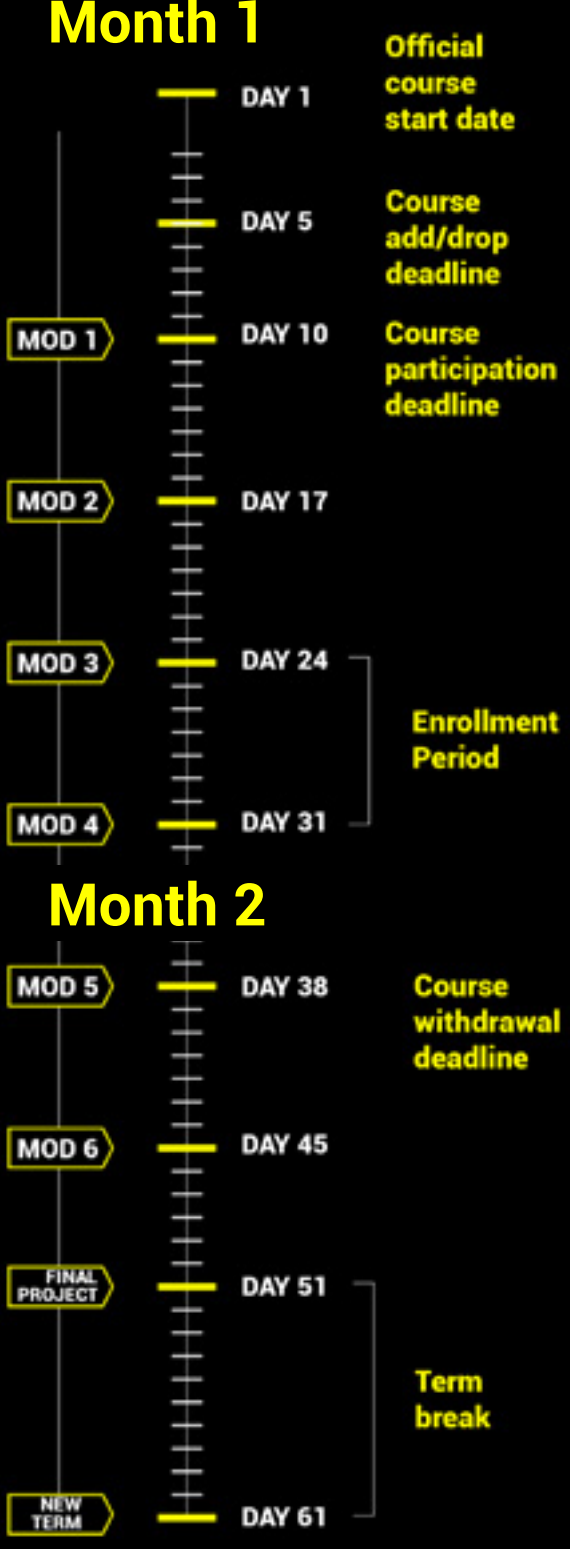
Motivation Wallpaper 2

Motivation Wallpaper 3

Standard Wallpaper 1

Standard Wallpaper 2

Standard Wallpaper 3



NXU Standard Course Timeline

Official Course Start Date – Upon receiving your final grade, you will automatically be enrolled to your next course where you will have previewing access until it opens on the official course start date - Day 1 of the month..

Course Previewing Period – this is the period between the day you receive your final grade and the Official Course Start Date.

Course Add/Drop Period – this is any period up to Day 5 from the Official Course Start Date where you can officially drop a course (it won't be counted as an official withdrawal where a W notation will be added in your transcript); it is also when you can officially add a course where you will have direct access to the course (not just previewing)

Enrollment Period – even though NXU offers auto-enrollment, you'll have to manually enroll when you wish to add more courses. You do this by emailing success@nexford.org of your course enrollment request during this period. This is the optimal time to manually enroll so you can reap the benefit of course previewing.

Term Break – During this period, your next course is yet to open which gives you some time off school for rest, relaxation, or even time to catch up on personal matters. There is no need to file anything to take your term break, just log off from NexLE and enjoy your free time.

Your online campus

1. Account
2. Dashboard
3. Courses
4. Calendar
5. Inbox
6. Ask NXU
7. Linkedin Learning

How to access the Nexford Campus (Canvas)

The answer is simple but incredibly critical to remember. All future actions and success at Nexford hinge on your being able to log into Canvas.

→ Access Nexford's Campus (Canvas) by visiting this web link: nexford.instructure.com

Once there, make sure to log in to your Nexford Microsoft account. Your login credentials were sent to you together with your welcome letter. We strongly recommend saving the web link (nexford.instructure.com) as a bookmark in your browser's list of "Favorites."

Canvas on Mobile

Maximize your time! Use your free time to study, for example during your break time, when you travel for work, and or on your day off. Download the Canvas app on your mobile devices now! By doing this, you can study your course modules, anytime, anywhere!

Who to contact for academic challenges

Writing Coaches

Difficulty in following the writing standards that Nexford professors expect learners to follow, including APA citation style and formatting

Struggle with revising an assignment to apply the critical feedback you received from your professor

Trouble in developing your English writing skills and applying them in your course work

Professors (via Canvas inbox)

Problem with understanding content (a concept, a reading, or an assignment)

Issue with accessing course materials and other academic resources

Success Advisors

Difficulty adjusting to online learning and navigating the Nexford Learning Environment

Issues with coping with self-regulated learning

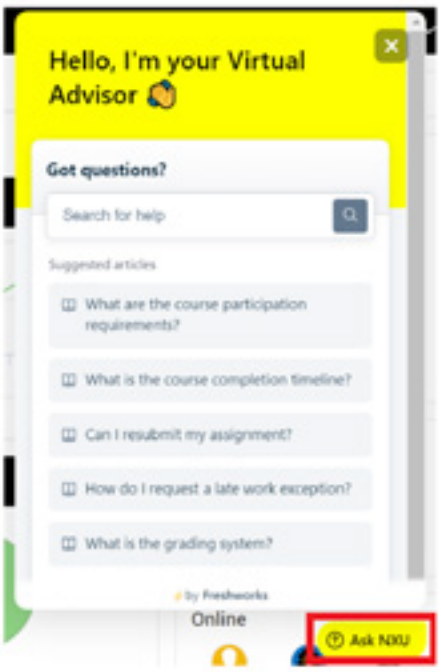
Problems with managing your time for your personal life, studies, and work

Trouble with understanding academic policies and learner conduct policies

Available support

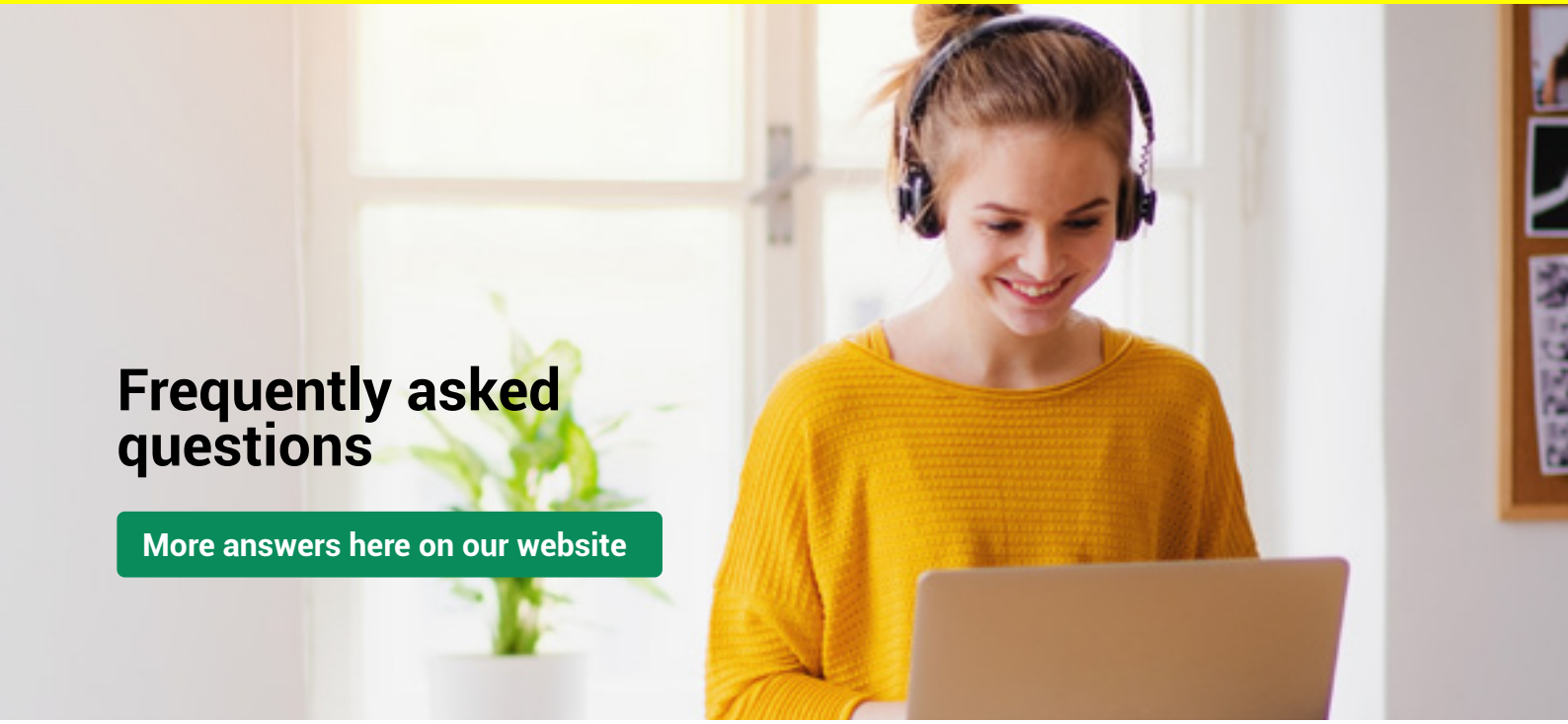
Librarians	Finding academic resources in LIRN
Registrar's Office registrar@nexford.org)	Acquiring learner records, transcripts, certificates, and diplomas
Billing's Office billings@nexford.org	Inquiring about tuition fee and/or payment-related concerns
Admissions Office admissions@nexford.org	Information about admission requirements
IT Support Office it-support@nexford.org	Assistance with technical difficulties

Virtual Advisors



Finding answers to questions related to anything regarding your academic journey (university policies, academic records, tuition, support, technology, and others)

A self-service helpdesk accessible by clicking on the “Ask NXU” icon found on the lower right-hand side of NexLE. You can type-in key words related to your query and a virtual advisor will help you.



Frequently asked questions

More answers here on our website

How many courses can I take simultaneously?

When your academic performance has demonstrated that you are set up for success, you will be eligible to take more courses at once. There are three different options that you can choose from, dependent on your cumulative Grade Point Average (GPA) and your personal study schedule.

1. Guided Learning Path

This is our recommended learning path. You will take two courses per term to complete your program, providing that you maintain a cumulative GPA of 2.5 at an undergraduate level and 3.0 at a graduate level.

2. Accelerated Learning Path

Feeling ambitious? You can enroll in three courses per term, as long as you maintain a cumulative GPA of 3.0 or above. This applies to both the undergraduate level and the graduate level.

3. Personalized Learning Path

Sometimes life gets busy! With the personalized learning path, you can decide how many courses to take to suit you and your schedule. From 1 course per term, up to a maximum of 4 courses per term for learners maintaining a cumulative GPA of 3.5 or above. Finish your program at a pace that suits you!

Please note that the course load eligibility also applies in reverse. This means that if you drop below the minimum required GPA for each course load, you will need to reduce the number of courses that you are taking concurrently. You will also need to keep in mind that you cannot take two courses at the same time if one of them is a pre-requisite of the other.

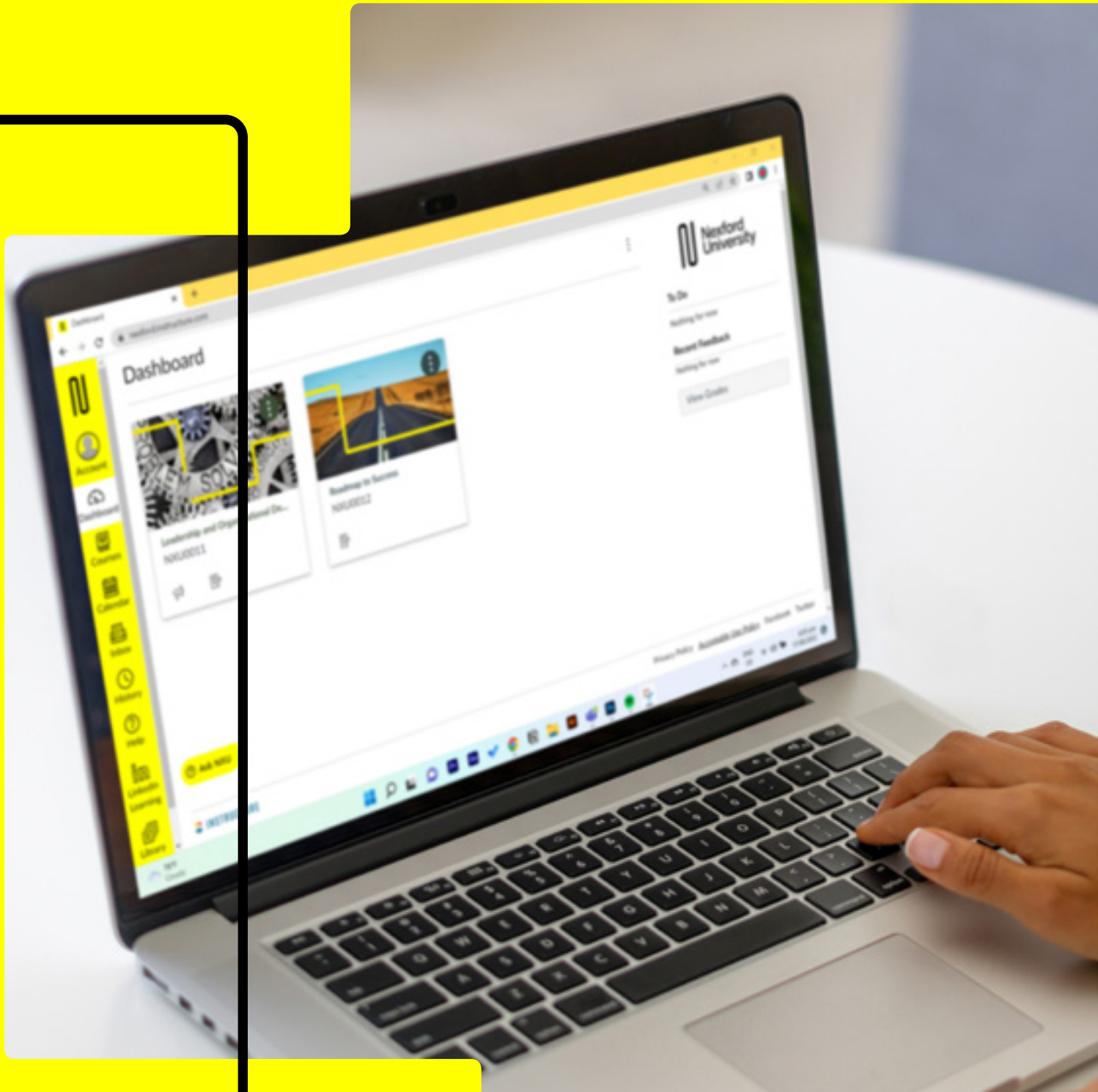
When is the best time to declare a specialization?

Your Success Advisor will reach out to you once you've been with NXU for one month – this is what we call our Learning Path Verification Session. This will give you enough time to understand how your academic program works in line with your online learning style and give you enough information to develop your personal academic goals – including your specialization. During this session, your Success Advisor will discuss your options, help you gauge your goals and motivations, and help you reach an informed decision.

But don't worry if you can't decide just yet! You can always book a session with a Success Advisor when the time is right for you. When you're at your capstone course, the Learner Success team will reach out to you again and seek your decision to help you move forward in your program.

SECTION 2:

The Nexford Campus



Global Navigation

In this section, you will begin exploring the Global Navigation items found on the far-left side of your screen. Global Navigation is always available to quickly access areas of your Nexford Campus. There are several items that you may find in the Global Navigation. We are going to focus on some key places where you can find information and set up your preferences.

- **Dashboard**
- **Courses**
- **Notifications**
- **Help**

A. Your Dashboard

There are three Dashboard views you can choose from, card view, list view, and recent activity.

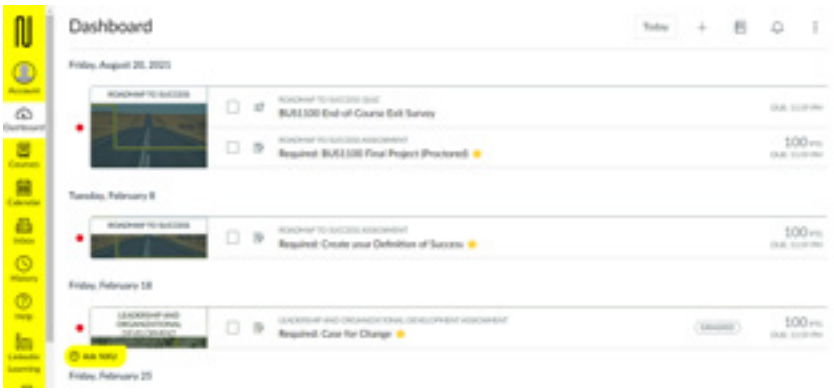
Card View

Displays course cards for quick access to your current courses.

Global Navigation

List View

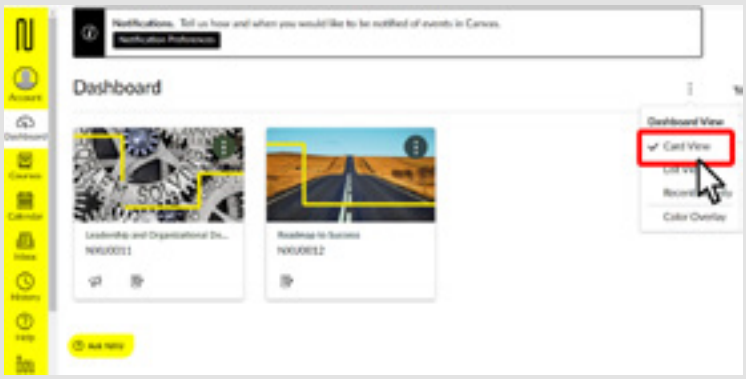
Displays all course to-do items in an agenda view.



Recent Activity

Shows you important recent activities from your current courses including announcements, discussions, assignments, and conversations.

To change the view of your Dashboard, select the options menu and choose the view of the Dashboard that you would like to display. You can also decide whether or not to have a color overlay on your course cards, by selecting more options, then “color overlay” to enable or disable it. This color matches the course color in the Calendar. You can order Course Cards using drag and drop.

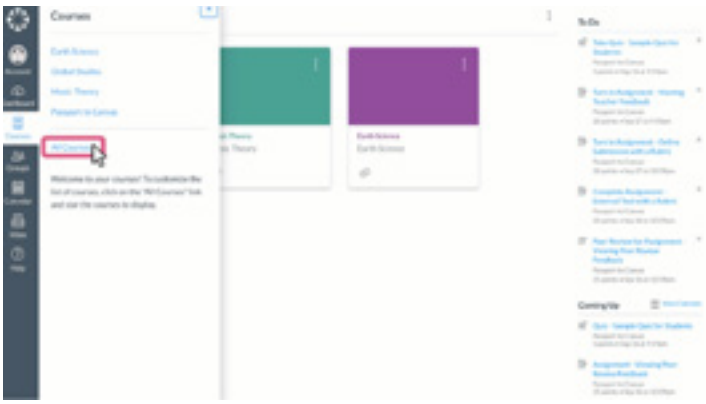


Global Navigation

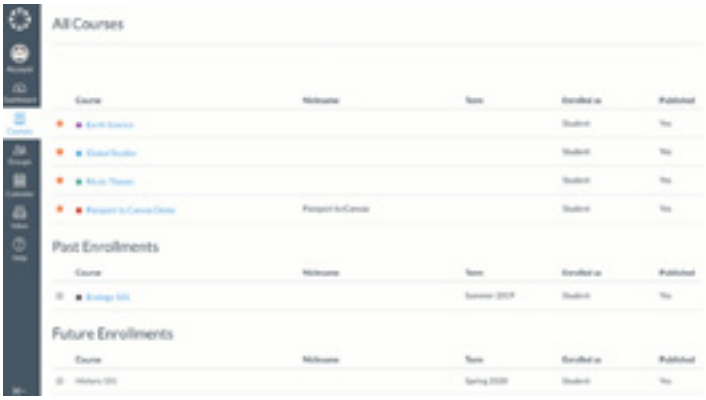
B. Accessing your Courses

The 'Courses' button in your Global Navigation lists all your courses, including current and past enrollments.

1. To access all courses that you are or have been enrolled in, click on the Courses icon



2. Select All Courses to view all of your current and past course enrollments



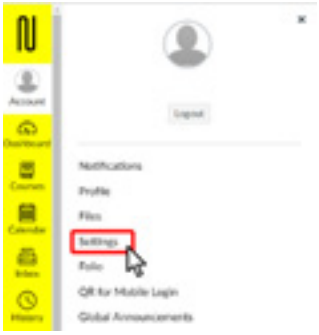
Global Navigation

C. Receiving Notifications

Your default contact method will be the email address that you used to apply to Nexford University. You can choose to add additional contact methods if you have a preferred way of receiving course updates and professor feedback.

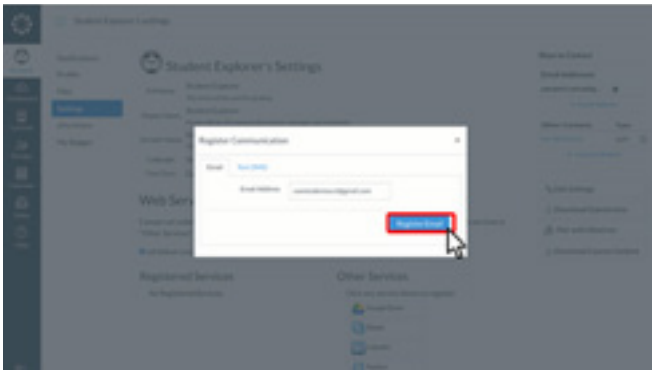
1. To add more Contact Methods, click on Account from the Global Navigation.

2. Select Settings.



3. Choose the **+Email Address** to add another email.

4. When finished, select the Register email button.



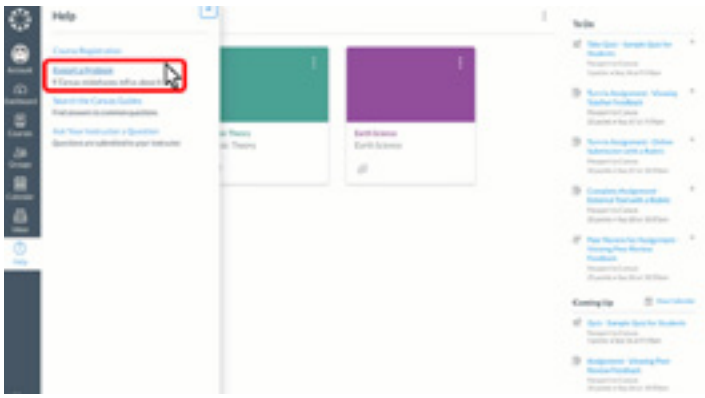
Global Navigation

D. Getting Help

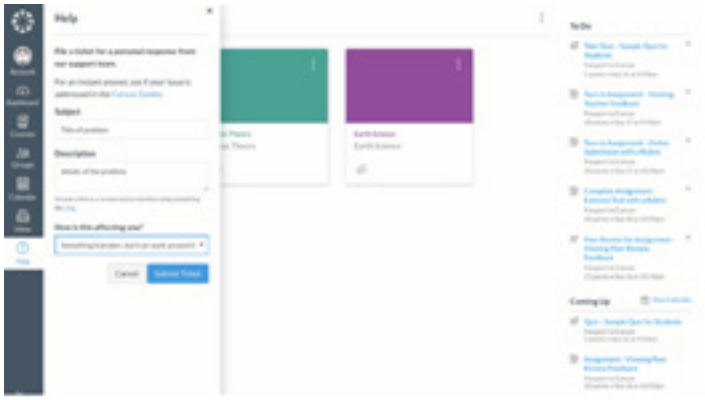
The Help menu includes a link to Report a Problem and also to search the Canvas Guides and the NXU Knowledge Base.

1. To Report a Problem, select

Help from the Global Navigation menu.
2. Click Report a Problem.



3. Enter a subject, detailed description of the problem, and choose from the drop-down menu the best match to how the problem is affecting you.



4. Then click, submit ticket.

Navigating a course

In this section, we will focus on Navigating a Course. The key components of a course that are often included in Course Navigation are:

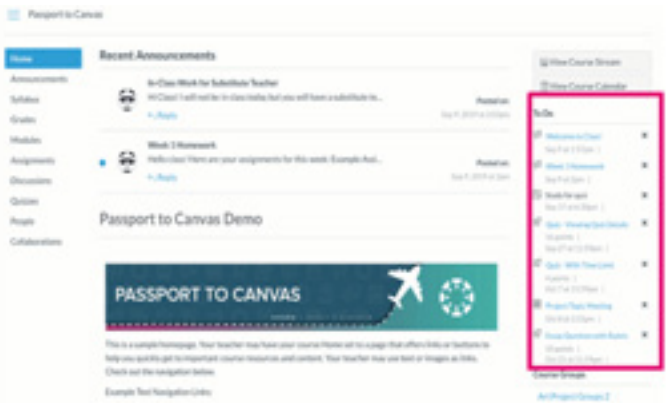
- **Home Page**
- **Modules**
- **Assignments**
- **Grades**

A. Course Home Page

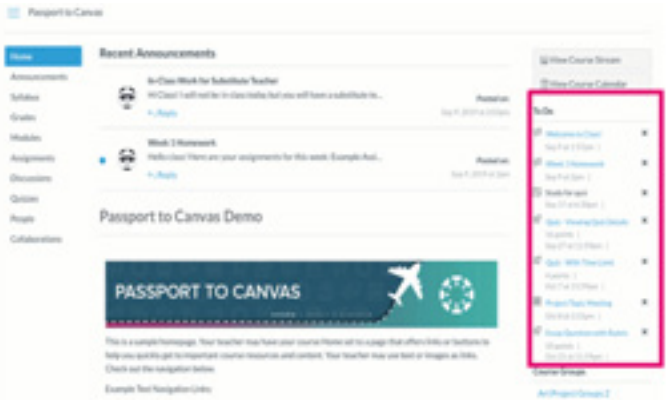
The Course Home Page helps you navigate your course.

All Home Page options include:

- A sidebar with a to-do list that shows announcements and up to seven assignments that you need to submit



- A recent feedback section where feedback and scores for your graded work can be seen



Navigating a course

B. Modules

NXU Courses are divided into Modules. Modules start with the NXU Community Discussion, and end with the Final Project. Each other Module contains learning materials and activities in an order that is best for your learning. You will find the following headers in each Module to indicate the type of activity: Learn , Practice , Demonstrate , Expand .

C. Assignments

There are several areas where you are able to open an assignment. The most common locations to view assignments are in the Calendar, Modules, or the Assignment section of your course.

Assignment details

To view the details of an assignment, click on the assignment and review the details listed in the top-center of the page. You can view the due date, points, and the type(s) of submission(s) you can use for the assignment. All assignments are due at 11.59 pm EST. Select the name of the assignment to see more details.

NOTE:

When accessing **Canvas from a web browser**, you will see the assignments' due dates set to Eastern Standard Time (EST), but you can change it based on your preferred time zone and/or match your local time zone.

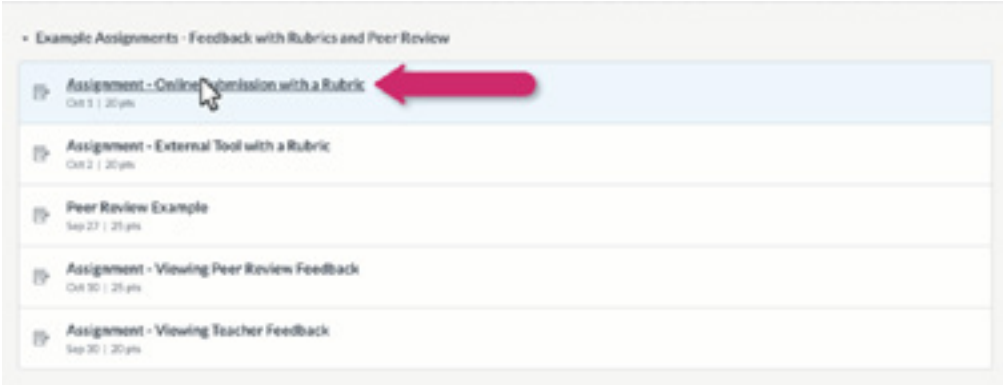
When accessing **Canvas from the Mobile app**, due dates are always set to your local time zone, and it's impossible to change them since the mobile app automatically synchronizes time from your mobile device system.

Navigating a course

Viewing a Rubric for an Assignment

A rubric is a tool used to outline the expectations for assignments. They are displayed on each assignment to allow you to check your own work and assure your assignment meets all the requirements in the rubric.

1. Click on the name of the assignment from the Assignments list or Modules list.



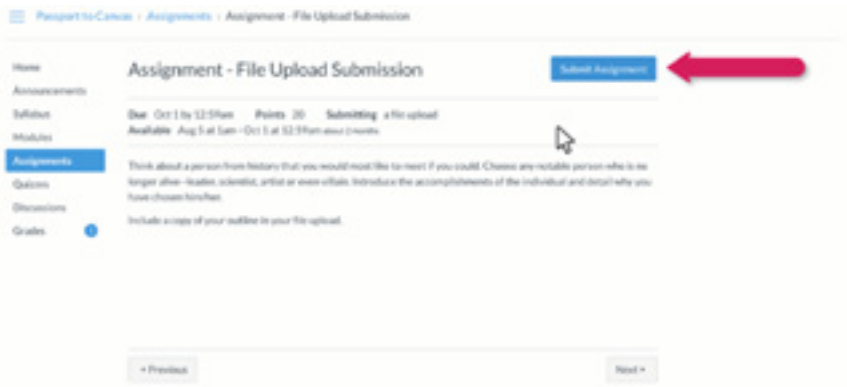
2. The assignment rubric is shown below the assignment instructions.

Navigating a course

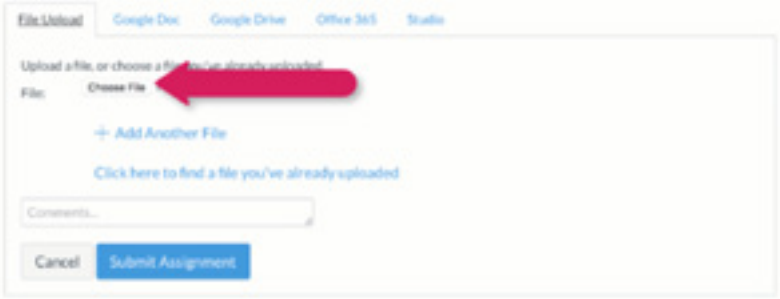
Submitting an assignment

You will see a "Submit Assignment" button on your assignment page. Submission options will show up below the instructions once you click the Submit Assignment button.

1. Select the "Submit Assignment" button in the top-right corner of the screen.

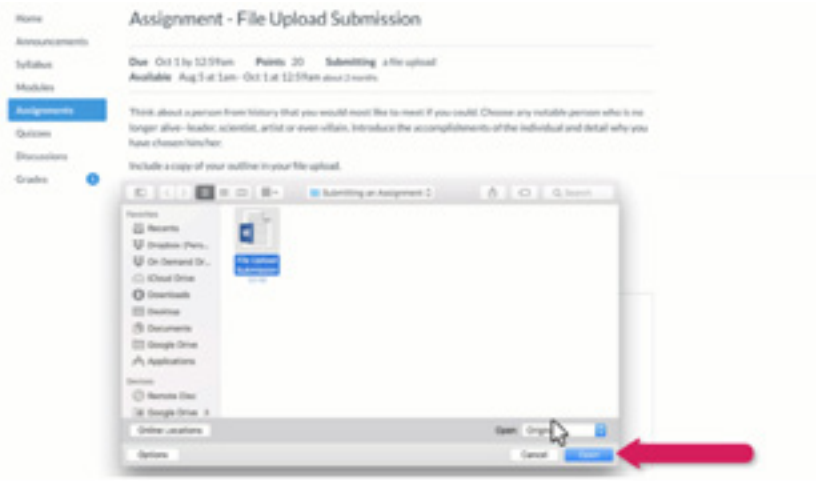


2. Select "Choose File"

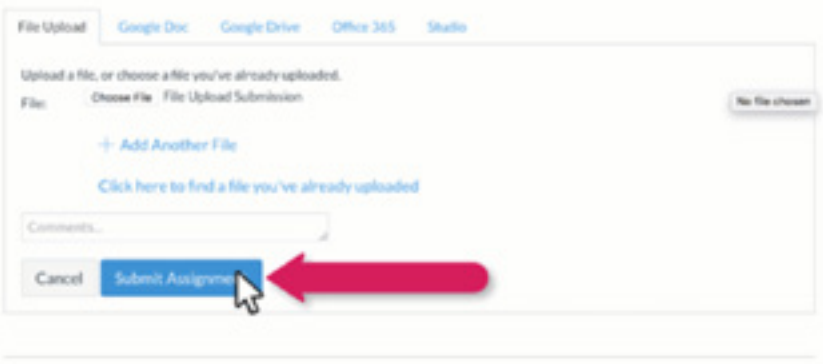


Navigating a course

3. Find your file in the pop-up window.



4. Select “Open,” then click the “Submit Assignment” button



To upload multiple files, click on “+Add Another File.” There is also a space to leave a comment for your Professor. Once submitted, you cannot delete your submission.

Navigating a course

Other Assignment Types

You may also find graded Discussions or Quizzes in your NXU Courses. These will also be displayed in the Assignment section of your course, as well as under the 'Demonstrate ' header of your Module.

Graded Discussion

As well as having a due date and points associated with it, you will also see an alert placed at the top of the discussion if it is graded.

1. To post to a discussion, click on "Reply." Use the Rich Content Editor to compose your discussion post. You can add images to your posts if you choose.
2. Click "Post Reply" when you are ready for other users to view your answer.

NOTE:
You may be required to reply to the discussion before seeing the posts of others.

Graded Quizzes

Some courses at NXU include Quizzes to assess your knowledge and understanding of course content. If you see a Quiz in your course, you should select it to review the quiz details before you start taking it.

- To begin taking a quiz, simply press the "Begin" button on the quiz page.
- Quizzes will either have all the questions on one page, or each question will be shown one at a time. You can go back and review any quiz questions using the "Back" and "Next" buttons, or by using the question navigator at the top left.
- As you take the quiz, each question is auto-saved (but not automatically submitted). You can resume a quiz that you have not finished by selecting the "Resume" button.
- Once you are ready to submit your quiz, select the "Submit" button.

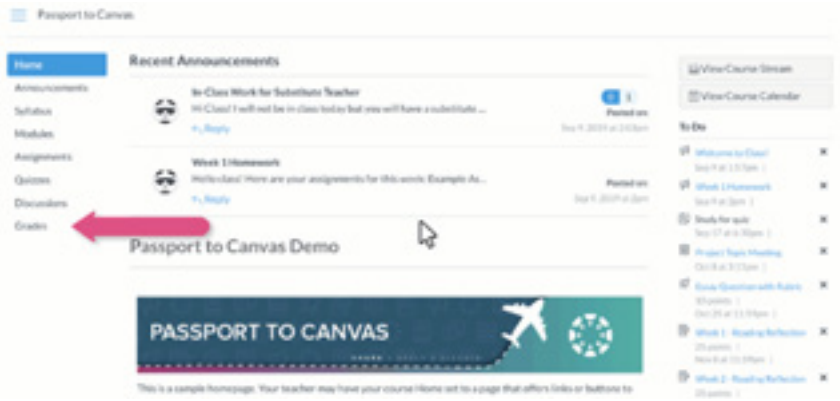
Navigating a course

D. Grades

The Grades link in the course navigation menu is where you can see your current grades, check your submission status on assignments, and view feedback from faculty.

Viewing your course grades

1. To view Grades, click on the Grades button in the course navigation. Grades are listed by the due date. You can change the order in the 'Arrange' by menu.



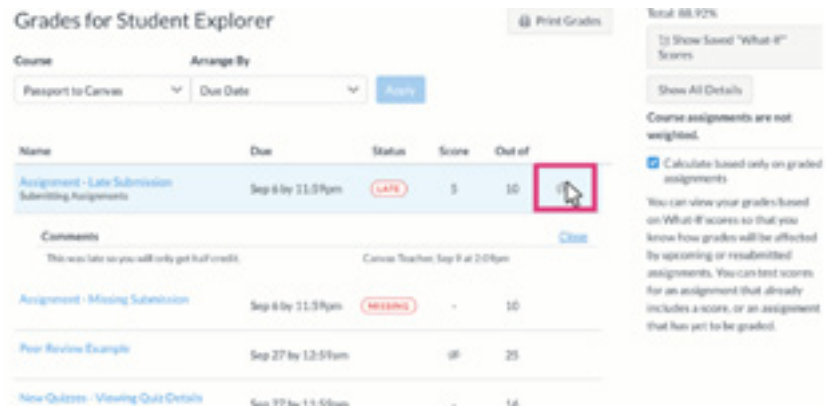
2. You will see a list of your assignments, the due dates, the status (Late, Excused, Missing), the grade given by your professor, and the total points possible.

Navigating a course

Viewing your professor feedback

Professors may leave written, audio, or video comments on your assignment, quiz, or discussions. If you have received any comments, you will see a comment icon to the right of your assignment.

1. Click on the "Grades" link in the course navigation.
2. Then, click on the comment icon to reveal the assignment comment(s).



Opening assignment feedback

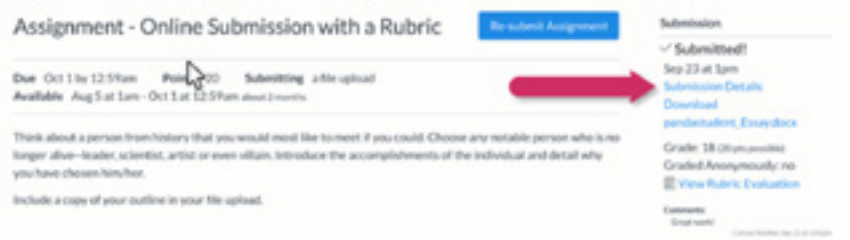
Faculty may add comments directly in an assignment submission using inline comments or annotations. If an assignment submission details page includes a "View Feedback" button, you can view these annotated comments.

1. From the Submission Details page, click on "View Feedback."
2. Use the small triangle lines in the bottom right to adjust the window size if needed.

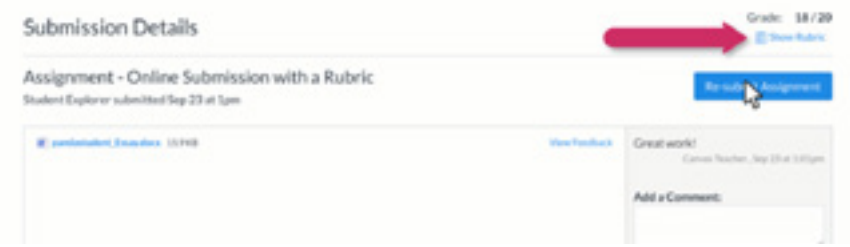
Navigating a course

Viewing rubric results

1. Click on an assignment name from anywhere in the course.
2. Click on “Submission Details."



3. Click on “Show Rubric."



4. To close the rubric, click the ‘X’ button

Communication Tools

This section focuses on the communication tools in Canvas that allow you to easily communicate with faculty and your NXU peers. Tools that will make communication easy include:

- **Inbox**
- **Calendar**
- **Course Announcements**

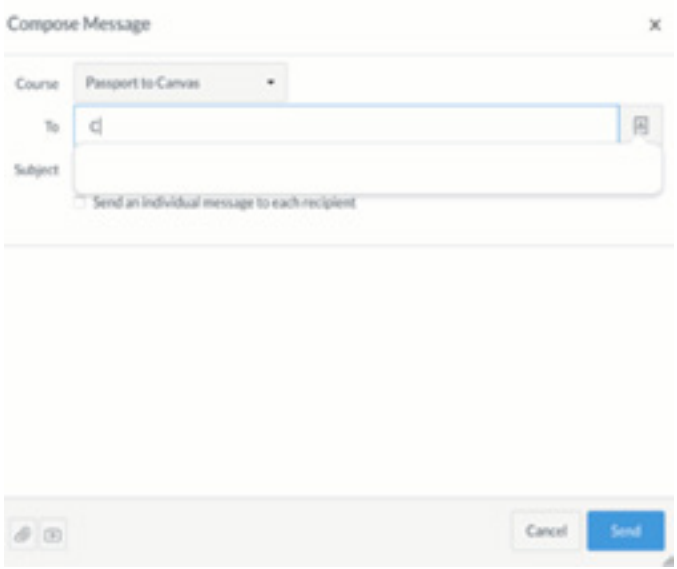
A. Sending and receiving messages

The Inbox allows you to easily communicate with your Course Professor and other learners.

Sending a message to your course professor

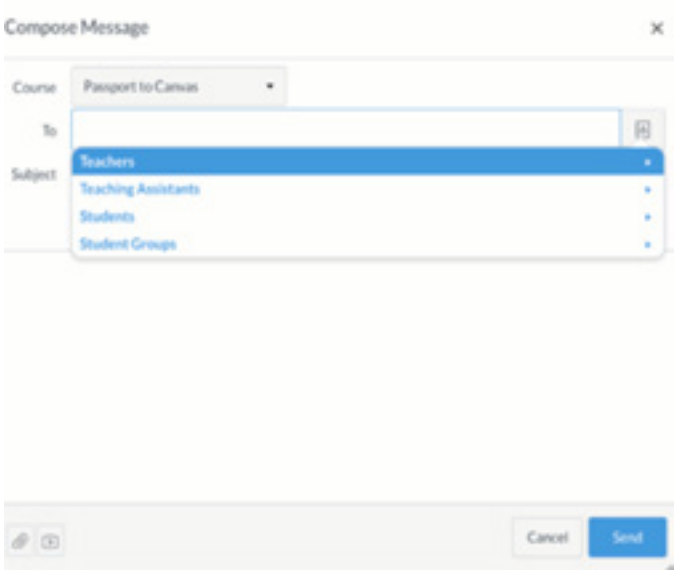
1. Click on

'Inbox' from the Global Navigation menu.
2. Then, click on the 'Compose a New Message' icon.
3. Select the course from the dropdown menu.



Communication Tools

4. Type the name of your Professor, or choose from the list.

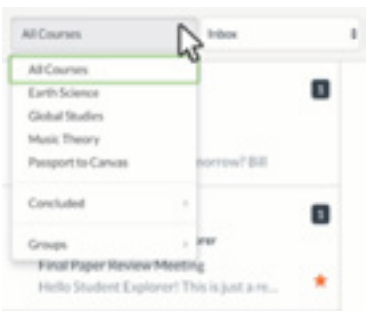


5. Add a subject and message, then hit 'Send'.

Viewing and reading messages

1. Click on

'Inbox' from the Global Navigation menu.
2. Click the drop-down menu to sort your inbox by a single course.



3. Click again to change back to All Courses.
4. Click on an unread message from the list of conversations.

Communication Tools

B. Using your Calendar

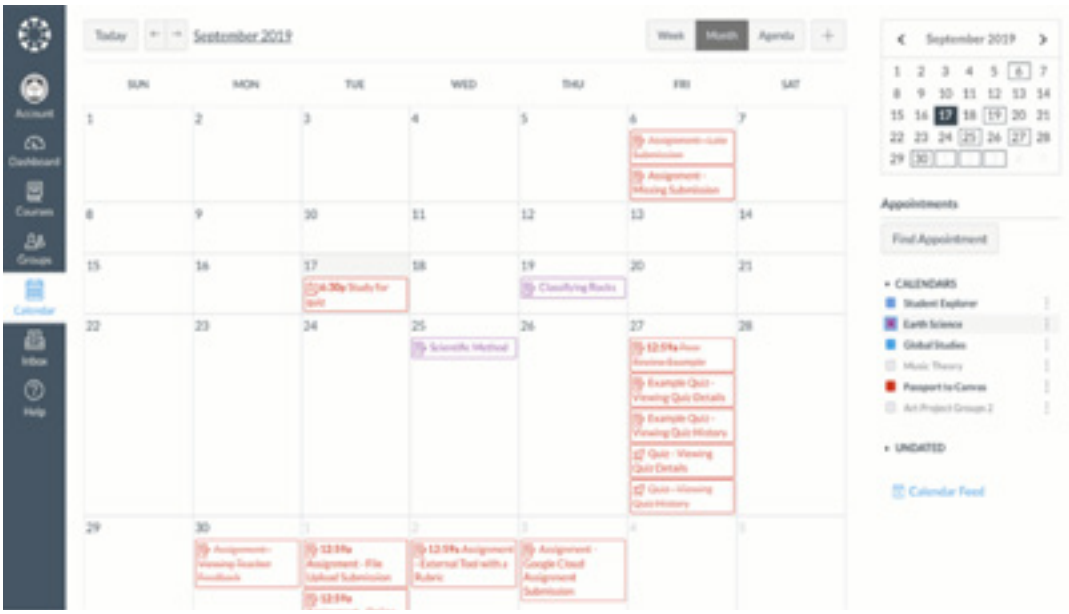
The Calendar is a great way to view everything you have to do for all your courses in one place. This includes assignment deadlines, scheduled live sessions, and other university events. So make sure to regularly check your calendar.

Viewing your course calendars

Your Calendar will show a color box next to each course and one for your personal, allowing you to filter information in your Calendar view.

1. To open the Calendar, select

'Calendar' from the Global Navigation menu.
2. In the sidebar click the color box next to the name of the calendar to turn a calendar on or off. When the color box next to the name of a calendar is empty, the calendar is off and the events and assignments are hidden.

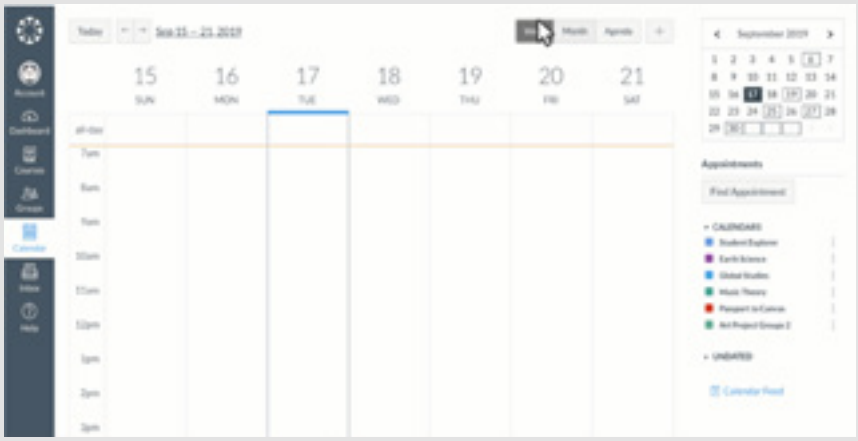


Communication Tools

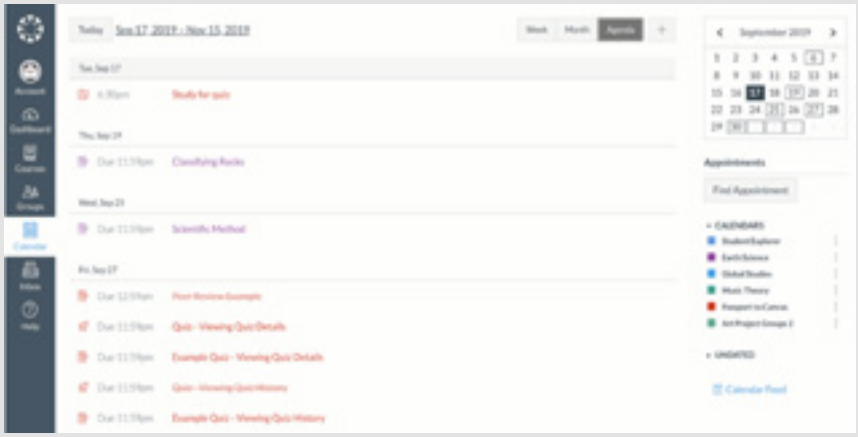
Changing the calendar view

1. There are three calendar views to choose from.
2. The default view shows an entire Month.
3. Select the 'week' or 'agenda' buttons to change the Calendar view.

Weekly view



Agenda view



Communication Tools

Viewing your course calendars

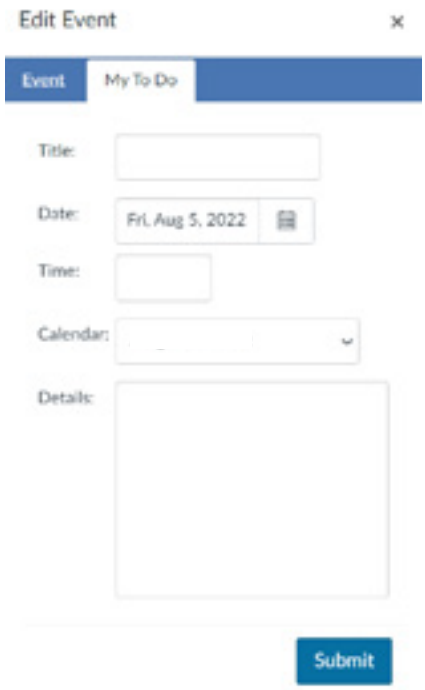
1. To open the Calendar, select

'Calendar' from the Global Navigation menu.
2. To add a To-Do item, click on a date in the calendar or select the 'add' an icon.

3. Then, choose the' My To Do' tab.

Creating a to-do item

1. Enter the title, date, and time (optional) for your to-do
2. Select which course calendar you would like to add the To-Do item to from the drop-down menu.
3. Add additional details if needed.



Communication Tools

C. Course Announcements

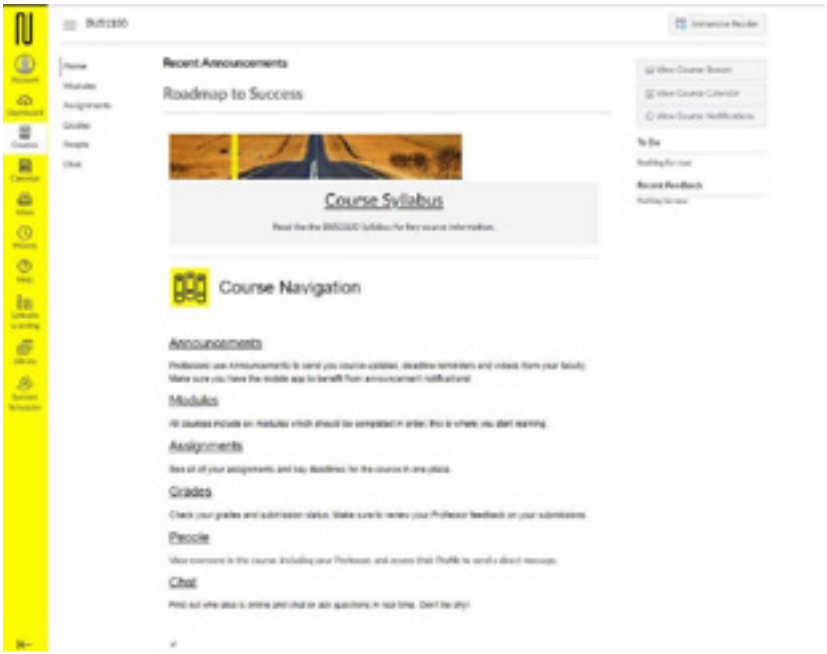
Announcements are a course tool that your professor will use to introduce themselves and to send out important information. You will see recent Announcements in your course on the Home Page.

Viewing announcement from the dashboard

After opening a course from the Dashboard, you are automatically taken to the Course Home Page, where you will see a preview of any recent announcements listed at the top of the page. Announcements with a dot on the left side have not been read by you. Click on the announcement to view the full message.

Introductory announcement

Keep an eye out for the announcement introducing your professor at the start of your course. This is where you will find out which professor will be taking you through the course as well as how to book a 1:1 meeting with them.



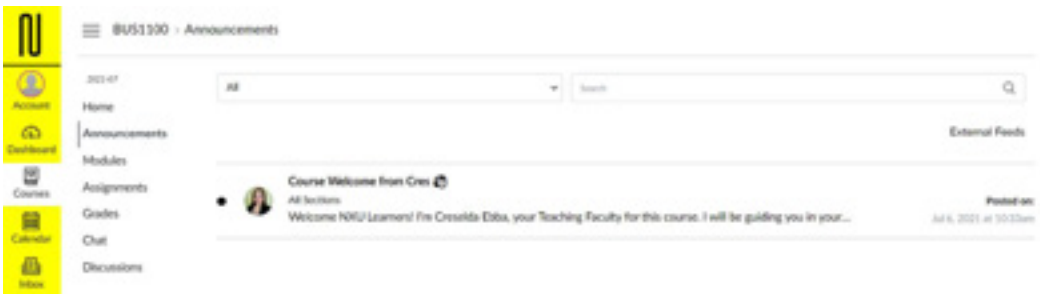
Communication Tools

D. Booking a 1:1 Meeting

To arrange a 1:1 meeting with your professor, you can choose from an appointment slot on their Bookings page. Their Bookings page will be posted in an Announcement at the beginning of your course, or you can find it at any time in the course by going to their NexLE Profile. Alternatively, to arrange a meeting with a Success Advisor, you can simply click on the 'Success Scheduler' on the Global Navigation Bar.

Booking a meeting via course page

1. In your course, click on 'Announcements' from the Global Navigation bar.



2. Scroll down to the first Announcement in the course.

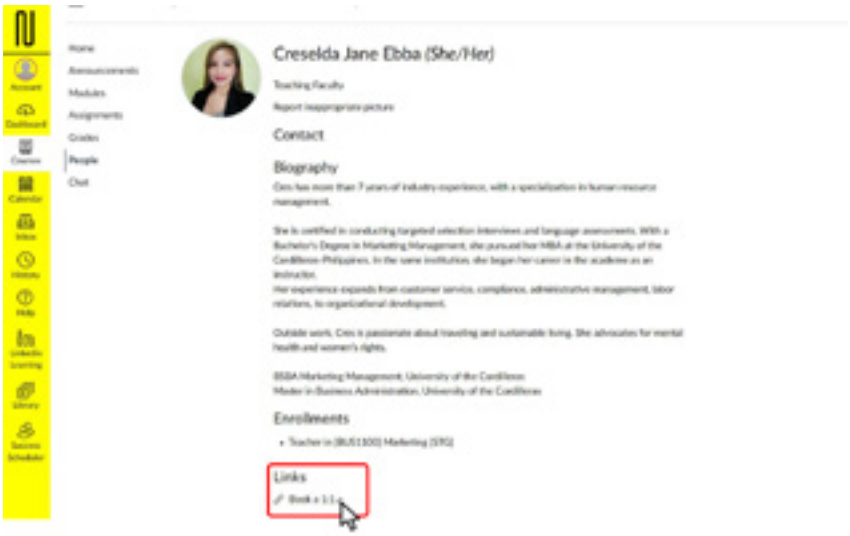
3. Click on the 1:1 Bookings link.

Booking a meeting via NEXLE Portal

1. In your course, click on 'People' from the Global Navigation bar.

Communication Tools

2. Find your Professor - they will be listed as 'Teacher' - and click on their name to open their Profile
3. Under 'Links', click on the '1:1 Bookings' link.



Completing your booking

1. In the calendar, click the date and time slot you want to reserve.
2. Enter your details.
3. Select 'Book' to sign up for that time slot. You will receive an email confirmation shortly after booking.
4. To make sure you don't forget - go ahead and add it as an event in your NexLE Calendar!

Mobile application

In this section, we will guide you through how to use Nexford Campus on any iOS or Android device via the "Canvas Student" app. Using this app, you can access your course information, communicate with NXU Faculty, submit assignments, check grades, and more. Before you go through this section, make sure you have downloaded the app and logged in.

Tip: Maximize your time! Use your free time to study for example during your break time, when you travel for work, and or on your day off. Download the Canvas app on your mobile devices now! By doing this, you can study your course modules, anytime, anywhere!

Available on the App Store

For iOS Devices

Click here to download the Canvas app for your Apple/iOS devices

GET IT ON Google Play

For Android Devices

Click here to download the Canvas app for your Android devices

A. Your Mobile Dashboard

Opening the app takes you to your Dashboard. From the app Dashboard, you can quickly access your courses by clicking on the course tile.

Accessing the Canvas Student App

1. Find the "Canvas Student" app on your device and open it.
2. To open a course, click on the course tile.

NOTE: Some features within the Canvas Student app vary by version and device. Check the Canvas Student Mobile Guides for device-specific details.

Mobile application

B. Changing your App Settings

In the app, the Account Settings is the area where you can manage your personal settings.

To access Account Settings through the app, tap the menu icon, then tap “Settings.”

- **Profile:** You can update your profile picture by tapping the profile image. It will give you the option to take or upload a profile picture, build an avatar, or add a cover photo.
- **About**: This is where you can view your profile user information. There are also links to some of the policies and legal info for the app, but you will not have to worry too much about that section.
- **Landing Page**: The Landing Page is the page you would like to have shown when you first open the app. You can choose from the list of options.
- **Notification Prefences**: Customize your notification preferences for your app. Note these settings are for the app only and will not change your other notification preferences.

Mobile application

C. Mobile App: Assignments

The “Canvas Student" app is a great tool to help you keep track of your assignments. There are several areas you may see assignments, such as your Calendar, your To-Do list, and within your courses.

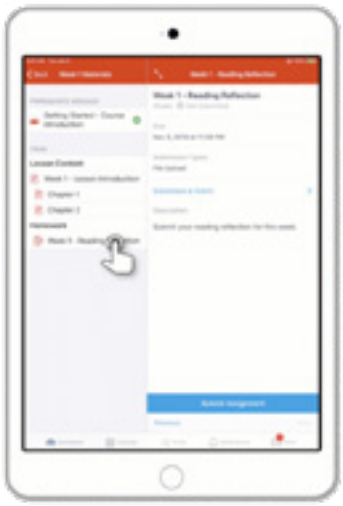
Opening an assignment

The most common locations to view your assignments within a course are through Modules or the Assignments section.

To open an assignment:

1. Select a course from the Dashboard.

2. Choose either the “Modules" or “Assignments" tab in the course menu.



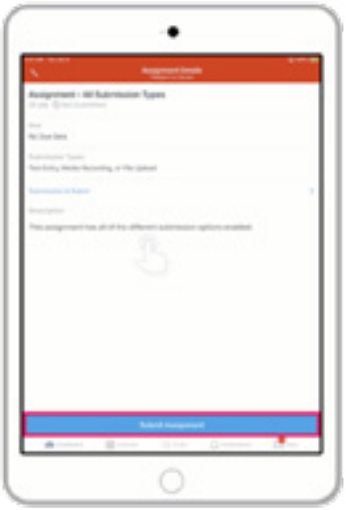
3. Locate and select an assignment.

Mobile application

Submitting Assignments

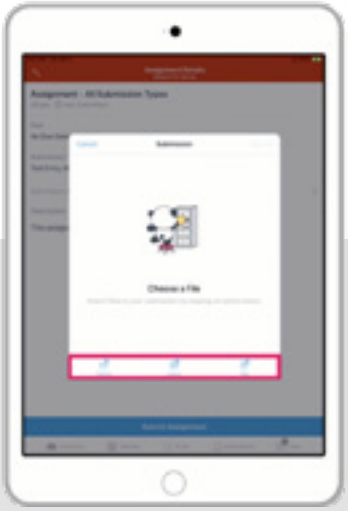
To upload a file or media from your phone:

1. From the “Assignment Details” page click on “Submit Assignment”



2. Select the submission type File upload.

3. You will have three options:



- Select “**Camera**” to open your camera and take a photo or video
- Select “**Library**” to add an image
- Select “**Files**” to upload a File

Tip: If you want to have a personal tour of the learning platform with a Success Advisor now, message them in MS teams, or for later, book a session with them.

Mobile application

D. Mobile App: Grades

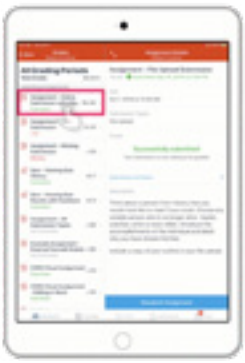
You can access your grades and feedback from multiple places within the App. Grades and feedback will show up on your Submission Details page when viewing an assignment. You can also view your grades in a course if the "Grades" link is available in the course navigation menu. This is where you can see your current scores for all graded assignments, discussions, and quizzes. You can also check your submission status and view your Professor's feedback.

Viewing Grades and Assignments

From the Grades Page, you can view your Professor's feedback and assignment details for all graded work.

1. Click on the "Grades" link on the course menu.

2. To view more details for an assignment, click on an assignment.

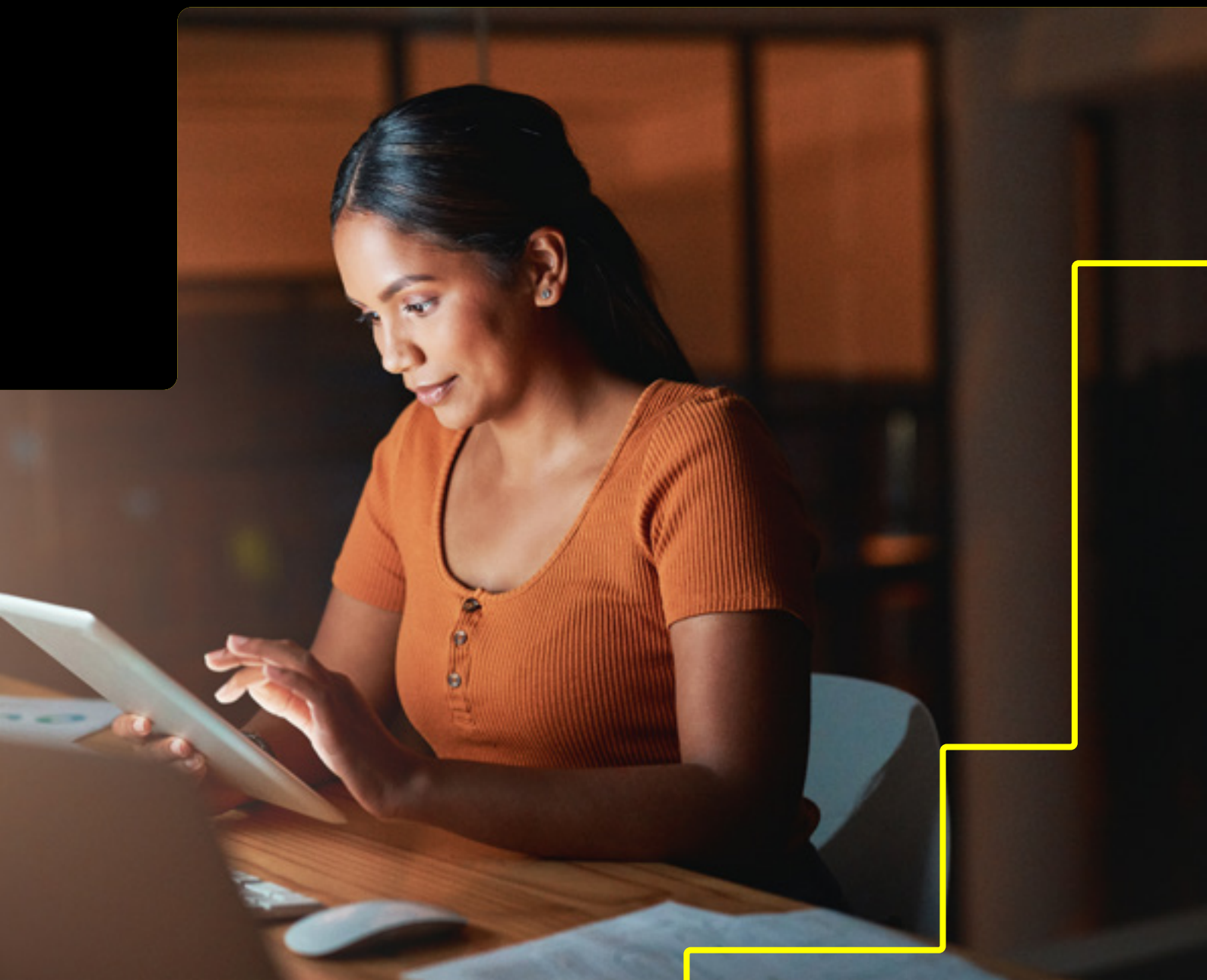


3. Select "Submission & Rubric" to view your feedback.

4. Choose "Comments," "Files," or "Rubrics" to view feedback.

What's next?

Now that you've learned how to navigate the Nexford Campus (Canvas) to access your courses and assignments, we will now show another important aspect of your learning which is how to access and navigate through additional support resources in order to enrich your experience and make it a successful one.



Learning and support resources

At NXU, we're committed to continuously providing our learners with supplemental tools and additional resources that would facilitate your online learning. A key aspect in the successful completion of your course is getting familiarized and using the additional tools and resources that are provided to you for free.

In this section, we'll discuss the following topics:

- **What is LinkedIn Learning and how do I access this resource?**
- **Where do I access the library (LIRN) and NXU's Librarian?**
- **What is the Writing Lab and where do I locate it in Canvas?**
- **How do I make use of Turnitin?**

LinkedIn Learning

To access LinkedIn Learning directly from Canvas, just click on the LinkedIn Learning shortcut. This shortcut will direct you to unlimited free access to more than **16,000 LinkedIn Learning courses** and resources for practically any subject of interest. You may also follow this link to the LinkedIn Learning homepage. If you are already logged in with your Nexford credentials, you will be directed to LinkedIn Learning directly. If not, you will be asked to log in. You only need your Nexford account to access LinkedIn Learning. You do not have to have a personal LinkedIn account to access LIL.

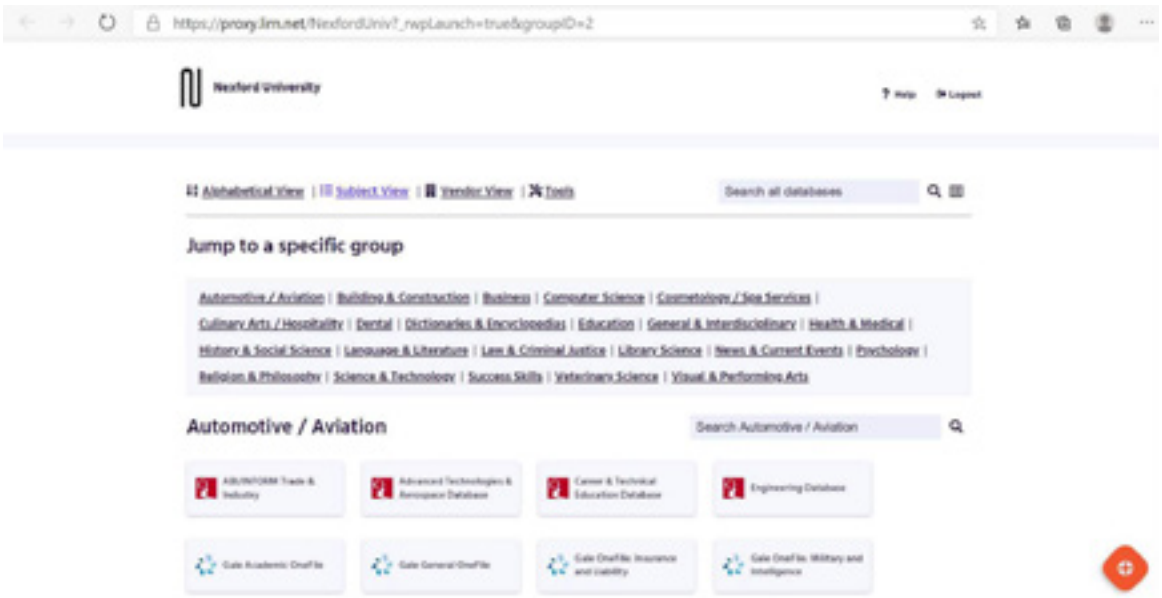
Optional: If you have a LinkedIn personal account and you are signed in with this account in the same browser, you may be offered the option of either linking your personal LinkedIn account with your Nexford account or simply continuing with your Nexford account. Either option is fine – whichever you prefer.

The Office of Learner Success curates short courses within LinkedIn Learning that are designed to hone your self-regulated learning skills to help you succeed in online learning and core skills to prepare you for the workforce. You can access those courses **here**.

Learning and support resources

Nexford's LIRN Library

To access NXU's LIRN Library directly from Canvas, just click on the Library Library shortcut. NXU's library provides you with an extensive database of learning resources to support your learning and understanding of the material. You can begin searching for new knowledge by typing a keyword and clicking on the search button. If you need specific help with the library, you can ask our librarian by clicking the orange button on the lower right side of the LIRN page.



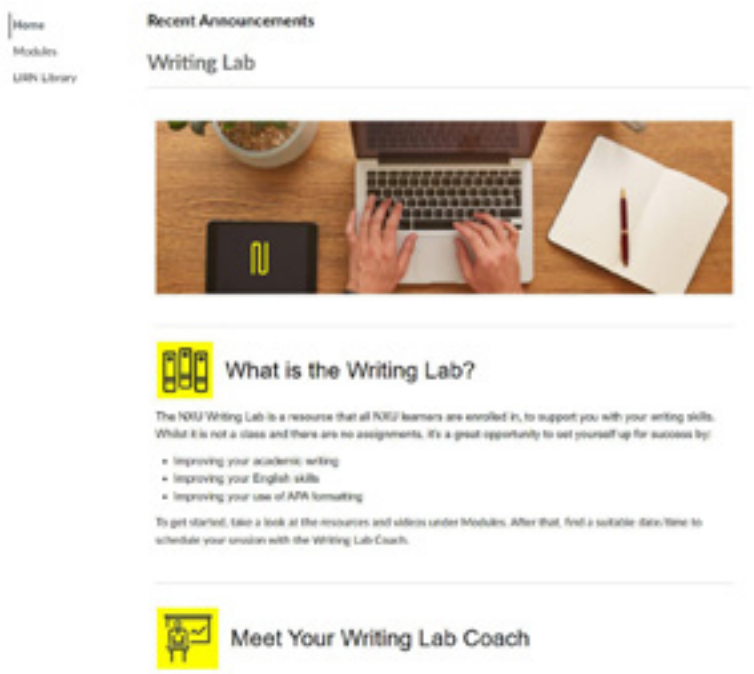
Learning and support resources

The Writing Lab - Your 24/7 Writing Resource

Working with the Writing Coach is instrumental to your success at Nexford University. In order to do this, it is important that you become familiar with our Writing Lab. The Writing Lab was designed to serve the needs of our global population of learners by providing support to help strengthen your Business Professional English communication skills. NXU's Writing Coach, who manages the Writing Lab, is also available to work one-on-one with our learners.

You can find the Writing Lab resource in your dashboard. You will have access to a plethora of resources in the form of documents and videos. These resources will provide you with broad-based writing skills support.

The Nexford Writing Lab also conducts twice-monthly drop-in sessions to help learners with topics like Citation, Paraphrasing, Avoiding Plagiarism, and How to Write Great Essays. Meetings occur on the **first and third Saturday of each month at 3 p.m. Eastern Time**



To connect with your Writing Coach for personalized support, simply book an appointment from the Writing Coach's bookings page, and attend the scheduled virtual session. We recommend booking these sessions a few days or weeks in advance since the slots get filled very quickly!

Learning and support resources

Turnitin (TII)

Nexford also uses the platform called Turnitin (TII). This is designed to promote academic integrity and to ensure the quality of your work meets the standards when it comes to the use of borrowed content and ultimately improves learner outcomes. This platform is specifically used for the submission of independent writing and research assignments. Once you have submitted your work, you can click on the very same assignment in the Assignments or Grades tab to view the auto-generated feedback provided by TII.

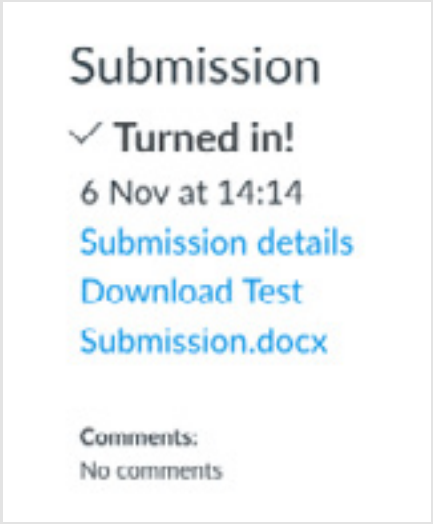
Accessing the Similarity Report:

1. From the side of any page within Canvas, select the Courses tab.
2. Select the course in which your assignment is located.

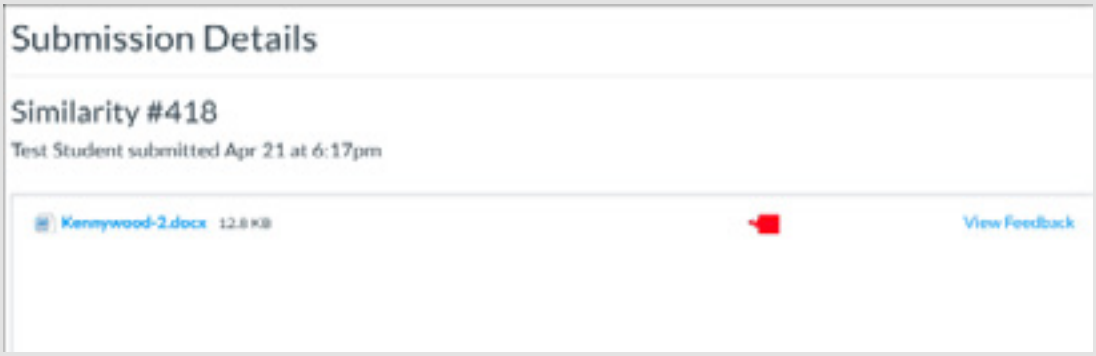
3. From the left-hand navigation, select Assignments.

Learning and support resources

4. Select the relevant assignment.
5. To the right-hand side of your assignment, hit Submission details.



6. To view your Similarity Report in Turnitin, select the similarity percentage (in the example, this is a red 100%).



Communication strategies that guarantee your success

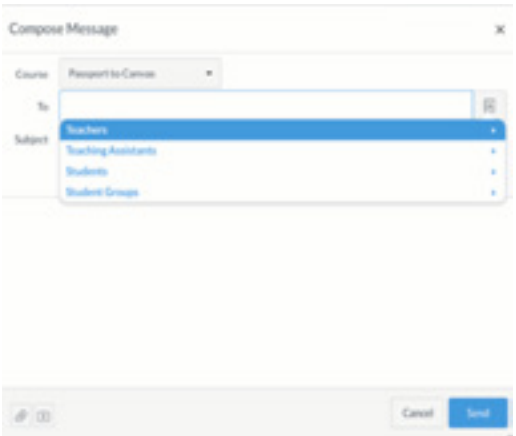
As you walk through the path of reaching your academic goals, you will be working closely with your professors, advisors, and peers and you'll be encouraged to communicate with them as often as you need to. At NXU, effective communication will lay the foundation for your success. In this section, we'll discuss the following topics:

- **Communicating with your Professor**
- **Reviewing Course Announcements Daily**
- **Visiting with your Professor during Virtual Office Hours**
- **Social Learning Opportunities through Live Engagement Sessions**

Communicating with your Professor

As discussed in the earlier part of this module, you are highly encouraged to directly reach out and communicate with your professors regarding course-related matters.

To send them a message, click on 'Inbox' from the Global Navigation menu. Then, click on the 'Compose a New Message' icon. Select the course from the dropdown menu. Type the name of your Professor, or choose from the list. Add a subject and message, then hit 'Send'.



NOTE:

All contact with your course professors will be through the Canvas Inbox. Messages outside the learning platform may not be entertained by the professors.

Communication strategies that guarantee your success

Reviewing Course Announcement daily

Another important best practice in ensuring your success as an online learner is constantly reviewing your course announcements. These announcements include important and valuable information related to your learning journey in the course. Course announcements pages are routinely updated with new information, so be sure to check them every time you log in.

Visiting with your professor during virtual office hours

Another way to communicate and build relationships in your online course is to reach out and schedule appointments with your professor during their virtual office hours. Please note that most professors' work schedule follows the **US – EST office hours**.

Virtual office hours are scheduled during a time when most learners are available; but being that we are a global university, we may not be able to accommodate everyone's time. If you are not able to meet during your professor's virtual office hours, you can schedule one on one appointments by sending a message to your instructor and booking an appointment with him/her.

Social learning through live engagement session

Live engagement sessions are designed as an opportunity to have face-to-face online interactions and discussions with your professors and your fellow peers from across the globe and with different knowledge and experience to make learning an even more enriching experience. During these sessions, professors share practical insights on particular course topic(s) that are considered most important or relevant in today's world; engage in lively discussions and debates on how these topics impact multiple regions of the world; they use these as an opportunity to expand and explain any relevant assessments and what to expect; and finally, use this as an opportunity to answer any questions you may have about course content and/or assessments (Q&A).

Writing Lab resources

NXU offers American standard education where academic writing following the Nexford Citation Style is required in all courses. Here are some resources to get you started:

- Formatting Checklist
- How to Avoid Plagiarism
- APA & Grammar Guide
- Plagiarism Guide
- Paraphrasing Basics
- How to Write a Good Paragraph
- Quotations and Signal Phrases

Nexford Citation Style Example List

As a Nexford learner, it is very important that you attribute sources when you use their information including text, audio, images, and video. There are formal citation styles such as APA and MLA. For people who are studying to get their doctoral degree or a theoretical master's degree, it makes sense to learn the specific citation style used in the field of study. But, for most of us, the most important aspect of citations is that we are providing the information necessary to know where we got our information from and how someone else could also locate that information.

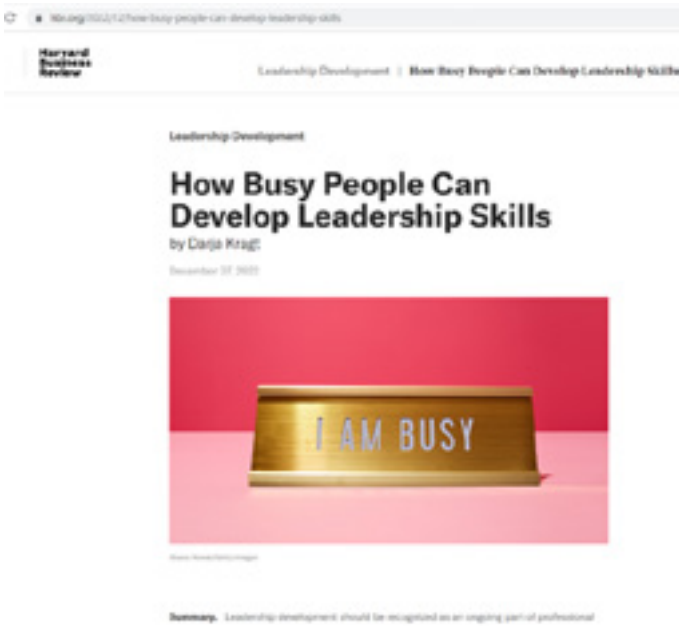
Because of this, we have a Nexford citation style guide that includes ALL of the elements you must include for each citation. Below, you'll find a list of commonly cited sources that you will use throughout your time at Nexford. It is possible that you might cite a type of source not found here in our list of examples. If you do, we encourage you to include as much information as possible from that source, so that other people, such as your instructor, can locate that source.

Writing Lab resources

Reference List

Webpage

*If you are only citing the general website, you do not include that in the reference list but do include it in an in-text citation. The following citation is only for a webpage on a website.



Required Information: Author Name(s). Date Published. Name of article on website. Name of website. URL of the source you are using.

Example: Darja Kragt. December 7, 2022. How busy people can develop leadership skills. Harvard Business Reivew. https://hbr.org/2022/12/how-busy-people-can-develop-leadership-skills

Writing Lab resources

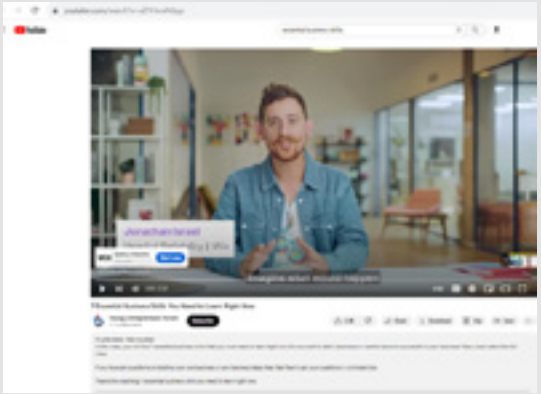
Scholarly (Academic) Articles

Required Information: Author name(s). Date Published. Name of article. Name of journal. DOI or other stable URL.

If Available Information: Volume number, Issue number, Page Number

Example: Xuegeng Sun, Yuan Fu, Weiyi Zheng, Yanxia Huang, Yuqi, Li. 2022. Big educational data analytics, predictions, and recommendation: A survey. Journal of Circuits, Systems, and Computers, Volume 31. Issue 9. Doi: 10.1142/50218126622300070

Videos



Director. Release Date. Title. Format (online or physical), Producer or Studio (if available). URL of Online Video.

Example: Young Entrepreneurs Forum. Feb 13, 2020. 7 essential business skills you need to learn right now. Youtube. https://www.youtube.com/watch?v=aZYHsnIAQqo

Writing Lab resources

Podcasts/Audio

Host. Release Date. Title. Type of Audio.

Example: Alisa Chang. Aug. 11 2017. Why scientists still can't explain all the appeal of an eclipse. Podcast. Morning Edition.

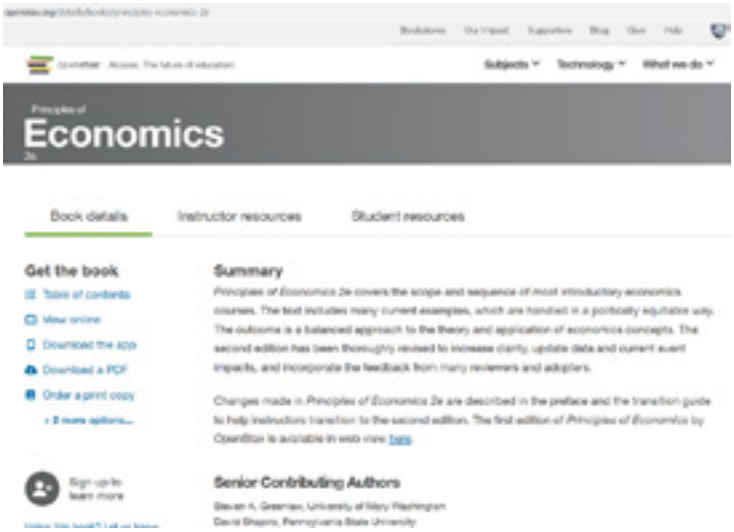
Industry/Organizational Reports

Name of Organization. Date Published. Title of Report. URL of Report.

Example: Burning Glass. May 2022. The Through the Looking Glass Recovery. PDF found at: https://www.burningglassinstitute.org/news/new-burning-glass-institute-report-jobs-numbers-hide-significant-shifts-in-the-economy

Writing Lab resources

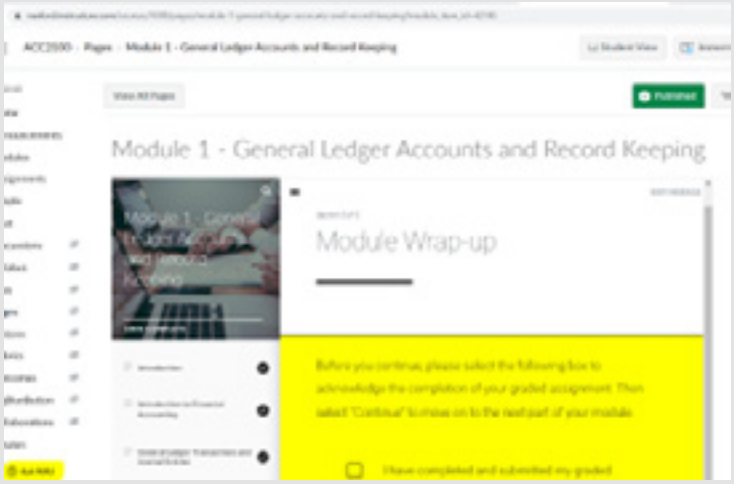
Books



Author(s). Year Published. Name of Book. Name of Publisher. Online or Physical Book. URL if online.

Example: Steven Greenlaw and David Shapiro. June 15, 2022. Principles of Economics. Openstax. Online Book. https://openstax.org/details/books/principles-economics-2e

Online Courses



Course Name. Page Title. Time Course Taken. URL to the Page.

Example: Financial Accounting. General Leder Accounts and Record Keeping. January 2022. https://nexford.instructure.com/courses/1039/pages/module-1-general-ledger-accounts-and-record-keeping?module_item_id=42185

Writing Lab resources

IN-TEXT CITATIONS

In addition to the information that you must include on the reference list when you use information from another source, there are also times in which you must cite information in-text when you are working on a paper or a project. The two instances when you need to include an in-text citation are when you are including a direct quote or you are paraphrasing information.

Direct Quote:

Example 1: As Williams (2022) said "lorem ipsi…." (p. 45).

Example 2: "Example Text Direct Citation" (Williams, 2022. 45).

Paraphase:

Example 1: Businesses across the world are struggling to fill shortages in high technical fields such as machine learning. (Williams, 2022).

If you write an in-text citation for a reference source, you MUST include it on your citations list.

Linkedin Learning Courses on Communication

Being able to communicate effectively is one of the most important life skills to learn and it is essential when it comes to building a successful career. Learn how to improve and hone your communication skills using these LinkedIn Learning Resources we have curated for you:

1. Easy Grammar Guide

Losing confidence in an idea—even a spectacular one—is easy if it's communicated in an email or letter riddled with grammatical errors. In this course, Judy Steiner-Williams helps you review basic grammar rules and then focuses on more advanced grammar principles such as using correct words, locating incorrect grammar in sentences and paragraphs, and reviewing parts of speech, punctuation, and proper sentence structure.

Learning objectives:

- Identify irregular verbs and explain how to use them appropriately in all tenses.
- List the seven coordinating conjunctions.
- Recognize commonly misused and misunderstood words.
- Determine correct comma placement.
- Explain the difference between a colon and a semicolon.
- Name the four sentence structures.

2. Quick Tips for Written Communication

With easy-to-understand examples, Grammar Girl Mignon Fogarty shares ways you can instantly make your writing better, including using active voice, writing with rhythm, and using commas like a pro. She also dispels a few common grammar myths, gives pointers for breaking up run-on sentences, and much more. Watch just one video or the whole series of these quick tip videos any time you want to improve your writing skills.

Learning objectives:

- Differentiate between making nouns and pronouns possessive.
- Explore the differences between necessary and unnecessary prepositions.
- Explore the nuances of quotation marks rules and how to use quotation marks properly while writing.
- Identify when to use a serial comma to separate items in a list.
- Recognize how to use quotation marks after introductory phrases and how to use commas to separate independent clauses.
- Recognize that lowering the grade level of your writing can involves using shorter words and shorter sentences.
- Recognize the types of omissions that can create run-on sentence and explore methods for fixing fix run-on sentences.

3. Solid Foundation for Presentation Skills

Presentation skills are critical to success in nearly every occupation. Learn how to design presentations that will hold people's attention, present your ideas with confidence, and engage an audience by presenting well-organized material in an understandable format.

Learning objectives:

- Learn to be confident when presenting.
- Establish credibility as a speaker.
- Create professional and engaging PowerPoint presentations.

4. Important Pointers for Verbal Communication

Most people are afraid of speaking in public, but effective oral communication is a key skill in business. Jeff Ansell provides simple communication tools, strategies, and tips that are easy to use and produce immediate results. He'll help you sound more confident, use body and language to better express ideas, and overcome anxiety. In the last chapter of the course, all these concepts are brought together in two real-world coaching exercises that will help you see the techniques in action.

Learning objectives:

- Organize your thoughts
- Speak slowly, naturally, and confidently
- Breathe properly
- Use your body to reinforce speech
- Manage facial expressions
- Handle nervousness
- Voice modulation, eye contact, and gestures

SECTION 3:

Programs

List of Master of Business Administration (MBA) degree courses

More information about our MBA program here

Foundations Certificate Requirements

These courses are designed to provide learners with a foundation in essential business concepts. These courses also act as a bridge for learners to gain a better understanding of the rigor needed for graduate courses. All MBA learners without a previous degree in business-related fields are required to fulfill the requirements found in the following Foundation Courses.

1. BUS 5010 Culture in a Global Business Environment (3 Credits)
2. BUS 5020 Global Marketing Practices (3 Credits)
3. BUS 5030 Applied Economics and Statistics (3 Credits)
4. BUS 5040 International Legal Environment of Business (3 Credits)

Foundation Courses Total – 12 credits

Core Program Requirements

1. BUS 6100 Global Business (3 Credits)
2. BUS 6070 Leadership and Organizational Development (3 Credits)
3. MKT 6080 Marketing Strategy (3 Credits)
4. OPM 6090 Technology & Operations Management (3 Credits)
5. ACC 6050 Accounting and Financial Reporting (3 Credits)
6. BUS 6110 Organizational Strategy (3 Credits)
7. BUS 6120 Introduction to Intrapreneurship and Innovation (3 Credits)
8. FIN 6060 Financial Decision Making (3 Credits)
9. BUS 6140 Business Capstone – Entrepreneurial Focus Capstone** (3 Credits)
10. BUS 6141 Business Capstone – Intrapreneurial Focus Capstone** (3 Credits)

Core Courses Total – 30 credits

** Learners will choose one of the Capstone options BUS 6140 or BUS 6141

Elective Requirements

Learners who do not choose a specialization will choose three courses from the elective course options listed below.

- DBW 6350 Doing Business in China (3 Credits)
- DBW 6300 Doing business in India (3 Credits)
- DBW 6450 Doing business in Sub-Saharan Africa (3 Credits)
- GBL 6850 The Art of Communication (3 Credits)
- MHY 6750 Cybersecurity Leadership (3 Credits)
- AIA 6600 Artificial Intelligence (3 Credits)
- AIA 6650 Robotics and Automation (3 Credits)
- MHY 6700 Internet of Things (3 Credits)
- AIA 6550 Data Sciences for Decision Making (3 Credits)
- SUS 6160 Food & Agribusiness (3 Credits)
- SUS 6170 Renewable Energy (3 Credits)
- SUS 6180 Managing Healthcare (3 Credits)
- ECM 6400 Enabling E-Commerce and Digital Strategy (3 Credits)
- ECM 6450 Policy and Regulatory Enablement of E-Commerce (3 Credits)
- ECM 6500 Operations Digital Transformation (3 Credits)
- MHY 6800 Product Management with Agile and Lean (3 Credits)
- BUS 6130 Corporate Sustainability (3 Credits)

Elective Courses Total – 6 credits

Specialization Requirements

Learners who choose a specialization will take the following courses to fulfill the specialization.

Sustainability

1. SUS 6160 Food & Agribusiness (3 Credits)

2. SUS 6170 Renewable Energy (3 Credits)

3. SUS 6180 Managing Healthcare (3 Credits)

Doing Business Across the World

1. DBW 6300 Doing business in India (3 Credits)

2. DBW 6350 Doing Business in China (3 Credits)

3. DBW 6450 Doing business in Sub-Saharan Africa (3 Credits)

Enabling E-Commerce

1. ECM 6400 Enabling E-Commerce and Digital Strategy (3 Credits)

2. ECM 6450 Policy and Regulatory Enablement of E-Commerce (3 Credits)

3. ECM 6500 Operations Digital Transformation (3 Credits)

Advanced AI & the future of Automation

1. AIA 6600 Artificial Intelligence (3 Credits)

2. AIA 6550 Data Sciences for Decision Making (3 Credits)

3. MHY 6750 Cybersecurity Leadership (3 Credits)

Managing Hyperconnectivity

1. MHY 6700 Internet of Things (3 Credits)

2. MHY 6750 Cybersecurity Leadership (3 Credits)

3. MHY 6800 Product Management with Agile and Lean (3 Credits)

Specialization Courses Total – 9 credits

Total Degree Program – 36 credits

Total Degree Program (with foundation courses)– 48 credits

List of Bachelor of Business Administration (BBA) degree courses

More information about our BBA program here

General Education Requirements

1. CUL 1100 American Institutions and Culture (3 Credits)
2. CUL 2200 Intercultural Communication (3 Credits)
3. CUL 2300 Cultural Aesthetic Understanding (3 Credits)
4. COM 1200 Professional Communication (3 Credits)
5. STA 1300 Statistics (3 Credits)
6. ECO 1250 Micro and Macroeconomics* (3 Credits)

*STA 1300 Statistics

7. SCI 1150 Science of Happiness (3 Credits)
8. SCI 2150 Environmental Science (3 Credits)
9. NWL 2100 Nutrition and Wellness (3 Credits)
10. PBS 2250 Problem Solving and Critical Thinking (3 Credits)

General Education Courses Total – 30 credits

* Denotes courses that have prerequisite(s)

Core Program Requirements

1. BUS 1100 Roadmap to Success (3 Credits)
2. BUS 2125 The World of Business (3 Credits)
3. BUS 2250 Business Career Branding for Success – Introducing your brand* (3 Credits)
   *BUS 1100 Roadmap to Success
4. BUS 2100 International Business and Culture (3 Credits)
5. BUS 2151 Business and Culture in China* (3 Credits)
   *BUS 2100 International Business and Culture
6. MKT 2100 Marketing Fundamentals (3 Credits)
7. BUS 2150 Introduction to Business Law* (3 Credits)
   *BUS 2100 International Business and Culture
8. BUS 2200 Leadership, Management, and Teams (3 Credits)
9. HRM 2100 Managing Human Resources (3 Credits)
10. HRM 3150 Total Rewards (3 Credits)
11. HRM 2200 Staffing and Development (3 Credits)
12. HRM 4250 Strategic Human Resources* (3 Credits)
    *HRM 2100 Managing Human Resources
13. ACC 2100 Financial Accounting* (3 Credits)
    *STA 1300 Statistics
    *ECO 1250 Micro and Macroeconomics
14. ACC 2200 Managerial Accounting and Cost Analysis* (3 Credits)
    * ACC 2100 Financial Accounting
15. MKT 2150 Digital Marketing Fundamentals (3 Credits)
16. DTF 2100 Foundations of Digital Transformation (3 Credits)
17. MKT 2200 Content Marketing and Social Media* (3 Credits)
    *MKT 2150 Digital Marketing Fundamentals
18. ACC 3250 Auditing and Assurance Services* (3 Credits)
    *ACC 2100 Financial Accounting
    *ACC 2200 Managerial Accounting and Cost Analysis
19. ENT 2100 Introduction to Entrepreneurship (3 Credits)
20. FIN 2100 Financial Management* (3 Credits)
    *ACC 2100 Financial Accounting
    *ACC 2200 Managerial Accounting and Cost Analysis
21. FIN 3150 Corporate Finance and Investment Analysis* (3 Credits)
    *FIN 2100 Financial Management
22. FIN 3200 Corporate Tax Strategies* (3 Credits)
    *FIN 3150 Corporate Finance and Investment Analysis
23. BUS 4200 Applied Leadership & Management* (3 Credits)
    *BUS 2200 Leadership, Management, and Teams

Core Program Requirements (cont.)

24. PRO 3200 Project Management* (3 Credits) *STA 1300 Statistics

25. BUS 2300 Organizational Relationships (3 Credits)
*BUS 2200 Leadership, Management, and Teams

26. BUS 4250 Strategy and Organizational Planning-Capstone (3 Credits)
*BUS 2200 Leadership, Management, and Teams
*BUS 4200 Applied Leadership & Management

Core Program Courses Total – 78 credits

Elective Requirements

Learners who do not choose a specialization will choose four courses from the elective course options listed below.

1. BUS 2152 Business and Culture in Sub-Saharan Africa (3 Credits)
2. BUS 2153 Business and Culture in India (3 Credits)
3. BUS 2156 Business and Culture in Southeast Asia (3 Credits)
4. DCE 3150 Digitizing Customer Experiences (3 Credits)
5. DPM 3200 Digitizing Product Management (3 Credits)
6. DCM 3250 Digitizing Supply Chain Management (3 Credits)
7. DDF 3300 Digitizing Finance (3 Credits)
8. MKT 3251 Marketing Strategy and Planning (3 Credits)
9. MKT 3252 Marketing Channels, Tactics and Management (3 Credits)
10. MKT 3253 Digital Advertising and Search Engine Optimization (3 Credits)
11. MKT 4100 Digital Marketing Analytics (3 Credits)
12. ENT 2150 Product and Marketing Skills for Founders (3 Credits)
13. ENT 3200 Technical Skills for Non-Technical Founders (3 Credits)
14. ENT 4250 Founders, Financing, and Legal (3 Credits)
15. PRD 2100 Introduction to Agile Product Management (3 Credits)

16. PRD 2150 Software Skills for Digital Product Managers (3 Credits)
17. PRD 3200 Product Design Skills for Product Managers (3 Credits)
18. PRD 4250 Communication Skills for Product Managers (3 Credits)
19. BAN 2100 Data Analytics (3 Credits)
20. BAN 4150 Data Analysis and Visualization (3 Credits)
21. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
22. AIA 2100 Introduction to AI (3 Credits)
23. AIA 3200 Foundations of Robotics & IoT (3 Credits)
24. SCM 2100 Introduction to Supply Chain Management (3 Credits)
25. SCM 3250 The impact of E-Commerce on the Supply Chain (3 Credits)
26. SCM 3200 Transportation and Reverse Logistics Management (3 Credits)
27. SCM 4250 Integrated Supply Chain Management and Sustainable Operations* (3 Credits)
28. AIA 3250 Fundamentals of Cybersecurity (3 Credits)

Elective Courses Total – 12 credits

Specialization Requirements

Learners who choose a specialization will take the following courses to fulfill the specialization.

Building a Tech Startup

1. MKT3253 Digital Advertising and Search Engine Optimization (3 Credits)
2. ENT 2150 Product and Marketing Skills for Founders (3 Credits)
3. ENT 3200 Technical Skills for Non-Technical Founders (3 Credits)
4. ENT 4250 Founders, Financing, and Legal (3 Credits)

Supply Chain & E-Commerce

1. SCM 2100 Introduction to Supply Chain Management (3 Credits)
2. SCM 3250 Impact of E-Commerce on the Supply Chain (3 Credits)
3. SCM 3200 Transportation and Reverse Logistics Management (3 Credits)
4. SCM 4250 Integrated Supply Chain Management and Sustainable Operations* (3 Credits)
   *SCM 2100 Introduction to Supply Chain Management

Business Analytics

1. BAN 2100 Data Analytics (3 Credits)
2. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
3. BAN 4150 Data Analysis and Visualization (3 Credits)
4. AIA 2100 Introduction to AI (3 Credits)

Specialization Requirements (cont.)

Intro AI & the future of Automation

1. AIA 2100 Introduction to AI (3 Credits)
2. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
3. AIA 3200 Foundations of Robotics and IoT (3 Credits)
4. AIA 3250 Fundamentals of Cybersecurity (3 Credits)

360° Marketing (learners will choose four out of five courses)

1. MKT 3251 Marketing Strategy and Planning (3 Credits)
2. MKT 3252 Marketing Channels, Tactics and Management (3 Credits)
3. MKT 3253 Digital Advertising and Search Engine Optimization (3 Credits)
4. MKT 4100 Digital Marketing Analytics (3 Credits)

Product Management

1. PRD 2100 Introduction to Agile Product Management (3 Credits)
2. PRD 4250 Communication Skills for Product Managers (3 Credits)
3. PRD 3200 Product Design Skills for Product Managers (3 Credits)
4. PRD 2150 Software Skills for Digital Product Managers (3 Credits)

Specialization Requirements (cont.)

Digital Transformation (learners will choose four out of five courses)

1. DCE 3150 Digitizing Customer Experiences* (3 Credits)
   *DCC 3050 Cloud Computing
2. DPM 3200 Digitizing Product Management* (3 Credits)
   *DCC 3050 Cloud Computing
3. DCM 3250 Digitizing Supply Chain Management* (3 Credits)
   *DCC 3050 Cloud Computing
4. DDF 3300 Digitizing Finance* (3 Credits)
   *DCC 3050 Cloud Computing

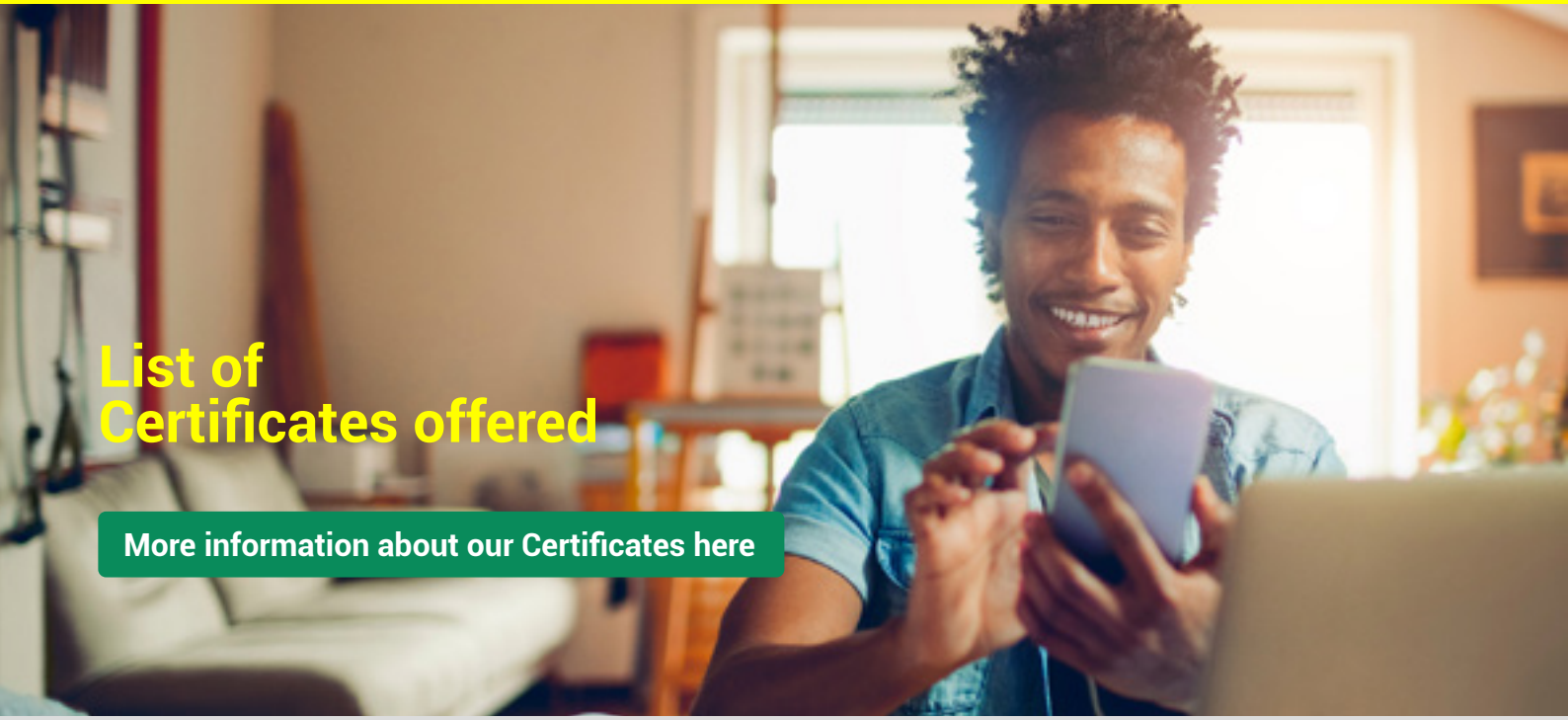
Doing Business Across Emerging Markets (learners will choose four out of five courses)

1. BUS 2153 Business and Culture in India (3 Credits)
2. BUS 2152 Business and Culture in Sub-Saharan Africa (3 Credits)
3. BUS 2156 Business and Culture in Southeast Asia (3 Credits)

Learner chooses one course from the list of elective/specialization courses

Specialization Courses Total – 12 credits

Total Degree Program – 120 credits



List of Certificates offered

More information about our Certificates here

Intermediate Certificates

Choose intermediate certificates if you're at the start or in the middle of your career – or if you're more experienced and want to reskill.

360° Marketing – Intermediate Certificate
(Learners will choose four out of five courses)

Organizations that differentiate themselves in a competitive landscape and prize their customers' needs generate marketing-led growth. 360° Marketing provides a comprehensive overview of the business of marketing in a digital-first world. The curriculum covers Branding and Creative Direction, Marketing Strategy and Planning, Marketing Channels, Tactics and Management, Digital Advertising and Search Engine Optimization, and Digital Marketing Analytics. The Intermediate Certificate offers practical insight into enriching the customer experience with effective digital marketing communication strategies.

Certificate Outcome

Apply digital approaches for defining brand, products and services in order to enhance the overall success and reputation of a business

Certificate Courses

1. MKT 3250 Branding and Creative Direction (3 Credits)
2. MKT 3251 Marketing Strategy and Planning (3 Credits)
3. MKT 3252 Marketing Channels, Tactics and Management (3 Credits)

4. MKT 3253 Digital Advertising and Search Engine Optimization (3 Credits)
5. MKT 4100 Digital Marketing Analytics* (3 Credits)

Total – 12 credits

AI & the Future of Automation – Intermediate Certificate

Automation will trigger substantial business and economic gains worldwide, but realizing its full potential requires people and technology to work in harmony. AI and the Future of Automation is a primer for the field of artificial intelligence. The curriculum covers an Introduction to AI, Machine Learning and Predictive Analytics, Foundations of Robotics and IoT, and Fundamentals of Cybersecurity. This Intermediate Certificate offers a grounding in a fast-moving domain shaped by emerging shifts in technology.

Certificate Outcome

Apply AI and data analysis techniques to inform solutions.

Certificate Courses

1. AIA 2100 Introduction to AI (3 Credits)
2. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
3. AIA 3200 Foundations of Robotics and IoT (3 Credits)
4. AIA 3250 Fundamentals of Cybersecurity (3 Credits)

Total – 12 credits

Building a Tech Startup – Intermediate Certificate

In the tech startup world, technology can rule supreme. True innovation demands a different model. Building a Tech Startup is an introduction to the keystone skills that are required to launch a tech-focused venture. The curriculum covers an Introduction to Entrepreneurship, Product and Marketing Skills for Founders, Technical Skills for Non-Technical Founders, Financing and Legal Skills for Founders. This Intermediate Certificate offers a fundamental foundation for entrepreneurial pursuits.

Certificate Outcome

Examine entrepreneurship and the entrepreneurial process in order to transform an idea into a viable business opportunity.

Certificate Courses

1. ENT 2100 Introduction to Entrepreneurship (3 Credits)
2. ENT 2150 Product and Marketing Skills for Founders (3 Credits)
3. ENT 3200 Technical Skills for Non-Technical Founders (3 Credits)
4. ENT 4250 Founders, Financing, and Legal (3 Credits)

Total – 12 credits

Business Analytics – Intermediate Certificate
(Complete four courses in total or 12 credit hours to meet the certificate requirements)

Embracing analytics requires more than a data-driven culture. Business Analytics offers a foundational grounding in the application of data and analysis in today's global business markets. The curriculum explores Statistics, Data Analytics, Machine Learning and Predictive Analytics, and Data Analysis and Visualization. This Intermediate Certificate provides insight into the opportunities from advances in data collection, machine learning and computational power.

Certificate Outcome

Apply various data modeling and visualization techniques in order to inform business decision-making.

Certificate Courses

1. STA 1300 Statistics (Required General Education Course)
2. BAN 2100 Data Analytics (3 Credits)
3. BAN 3200 Machine Learning and Predictive Analytics (3 Credits)
4. BAN 4150 Data Analysis and Visualization (3 Credits)

Total – 12 credits

Digital Transformation – Intermediate Certificate
(Learners should choose 4 out of the 6 specialization courses)

The pressure is mounting for organizations to harness digital technology. Digital Transformation provides a solid foundation in the tools needed to seize on opportunities and address emerging threats in the digital era. The curriculum offering includes Digitizing Customer Experiences, Digitizing Product Management, Digitizing Supply Chain Management, Digitizing Finance and Cloud Computing. With the proliferation of digital technologies, this Intermediate Certificate explores the scope for innovation in a digital-first world.

Certificate Outcome

Utilize technology to propose plans for the management of people, tools, and business process to drive digital transformation.

Certificate Courses

1. DCE 3150 Digitizing Customer Experiences* (3 Credits)
2. DPM 3200 Digitizing Product Management* (3 Credits)
3. DCM 3250 Digitizing Supply Chain Management* (3 Credits)
4. DDF 3300 Digitizing Finance* (3 Credits)
5. DCC 3050 Cloud Computing* (3 Credits)

Total – 12 credits

Doing Business Across Emerging Markets – Intermediate Certificate

Emerging markets include regions that are fueling global consumption. Doing Business Across Emerging Markets reflects the challenges and opportunities facing businesses across key growth markets. The curriculum focuses on Business and Culture in China, Business and Culture in Sub-Saharan Africa, Business and Culture in India, Business and Culture in Brazil, Business and Culture in Latin America, and Business and Culture in Southeast Asia. Economic growth is powered by economic development: this Intermediate Certificate examines the business impact of both.

Certificate Outcome

Analyze specific drivers of economic growth and opportunity that exist across emerging economies.

Certificate Courses

1. BUS 2151 Business and Culture in China (Required Core Course) (3 Credits)
2. BUS 2152 Business and Culture in Sub-Saharan Africa (3 Credits)
3. BUS 2153 Business and Culture in India (3 Credits)
4. BUS 2156 Business and Culture in Southeast Asia (3 Credits)

Total – 12 credits

Product Management – Intermediate Certificate

Championing new products throughout the product lifecycle – from inception to launch – requires diverse competencies. Product Management reflects the emerging needs of professionals grappling with a rapidly changing landscape. The curriculum covers an Introduction to Agile Product Management, Software Skills for Digital Product Managers, Product Design Skills for Product Managers and Communication Skills for Product Managers. This Intermediate Certificate provides a solid grounding in optimizing product teams and portfolios.

Certificate Outcome

Develop product manager skills required to oversee the product lifecycle.

Certificate Courses

1. PRD 2100 Introduction to Agile Product Management (3 Credits)
2. PRD 4250 Communication Skills for Product Managers (3 Credits)
3. PRD 3200 Product Design Skills for Product Managers (3 Credits)
4. PRD 2150 Software Skills for Digital Product Managers (3 Credits)

Total – 12 credits

Supply Chain & E-Commerce – Intermediate Certificate

Advanced technological innovations have coalesced into new supply chain offerings, crowning disruptive tech titans with a competitive advantage. Supply Chain & E-Commerce takes a lens to each link of the entire value chain. The curriculum explores an Introduction to Supply Chain Management, Impact of E-Commerce on the Supply Chain, Transportation and Reverse Logistics Management, and Integrated Supply Chain Management and Sustainable Operations. This Intermediate Certificate examines the planning and management forces shaping supply-chain success.

Certificate Outcome

Examine effective managerial approaches to the integrated supply chain process.

Certificate Courses

1. SCM 2100 Introduction to Supply Chain Management (3 Credits)
2. SCM 3250 The impact of E-Commerce on the Supply Chain (3 Credits)
3. SCM 3200 Transportation and Reverse Logistics Management (3 Credits)
4. SCM 4250 Integrated Supply Chain Management and Sustainable Operations* (3 Credits)

Total – 12 credits

Advanced Certificates

Choose advanced certificates if you're an experienced professional who wants to go even further.

Artificial Intelligence & Robotics – Advanced Certificate

Organizations today have deep troves of data at their disposal. Yet executives require a combination of analytical rigor and business acumen to strengthen both short-term performance and long-term health. Artificial Intelligence & Robotics is rooted in the application of essential future-of-work business skills. The curriculum blends Artificial Intelligence, Robotics and Automation, the Internet of Things, Cybersecurity Leadership and Data Sciences for Decision Making. This Advanced Certificate is a response to the demands of tomorrow's hyperconnected world: computer science, soft skills and sharp thinking.

Certificate Outcome

Develop a business strategy that integrates industry 4.0 technologies and security measures.

Certificate Courses

1. MHY 6750 Cybersecurity Leadership (3 Credits)
2. AIA 6600 Artificial Intelligence (3 Credits)
3. AIA 6650 Robotics and Automation (3 Credits)
4. MHY 6700 Internet of Things (3 Credits)

Total – 15 credits

Global Business – Advanced Certificate

Organizations require strategies that transcend borders and resonate worldwide. Capturing growth potential in international markets takes deep insight into external factors–from country-specific market trends to geopolitical trends. Global Business is designed with international literacy in mind. The curriculum blends Global Business, Doing Business in India, Doing Business in China, Doing Business in Sub-Saharan Africa, and The Art of Communication. This Advanced Certificate examines the threats and opportunities of global-local collaborations.

Certificate Outcome

Evaluate opportunities and risks of doing business globally in emerging markets.

Certificate Courses

1. GBL 6850 The Art of Communication (3 Credits)
2. BUS 6100 Global Business (3 Credits)
3. DBW 6350 Doing Business in China (3 Credits)
4. DBW 6300 Doing business in India (3 Credits)
5. DBW 6450 Doing business in Sub-Saharan Africa (3 Credits)

Total – 15 credits

Global Issues – Advanced Certificate

Companies, communities and countries have the potential to break new ground with sustainable business models. Global Issues addresses some of the world's most pressing challenges. The curriculum fuses Corporate Sustainability, Food and Agribusiness, Renewable Energy, Managing Healthcare and Policy and Regulatory Enablement of E-Commerce.Today's organizations must serve tomorrow's generations: this Advanced Certificate places a thriving planet and society at the center of long-term business success.

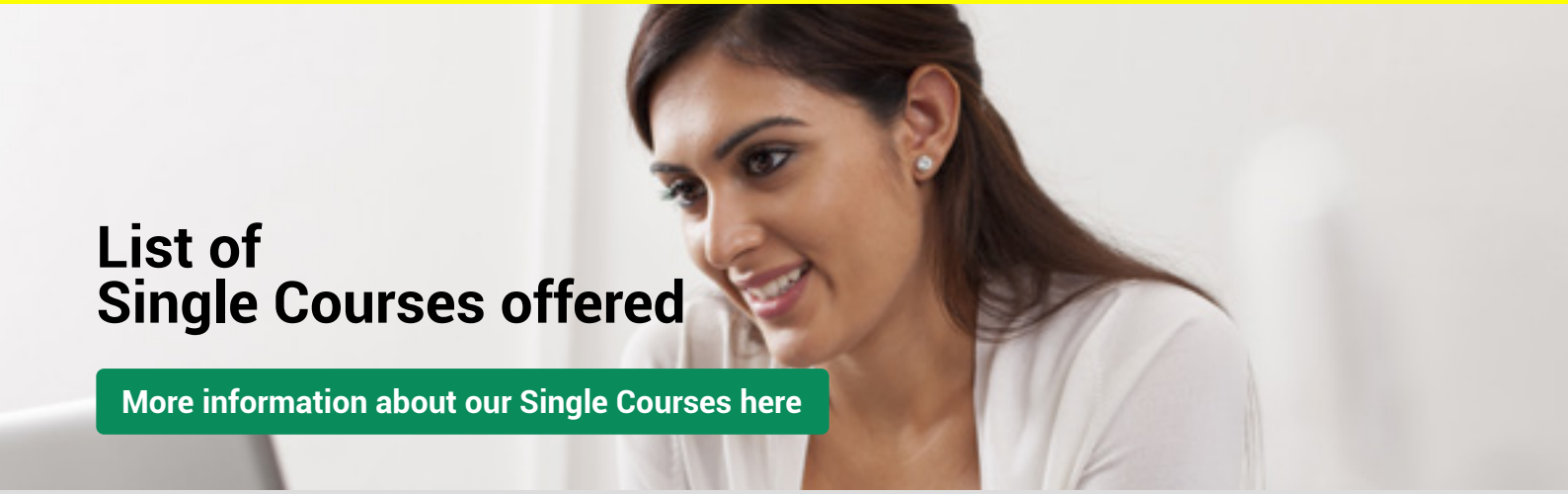
Certificate Outcomes

Design a sustainable business strategy that aligns with corporate social responsibility policies.

Certificate Courses

1. SUS 6160 Renewable Energy (3 Credits)
2. BUS 6130 Corporate Sustainability (3 Credits)
3. SUS 6170 Food & Agribusiness (3 Credits)
4. SUS 6180 Managing Healthcare (3 Credits)
5. ECM 6450 Policy and Regulatory Enablement of E-Commerce (3 Credits)

Total – 15 credits



List of Single Courses offered

More information about our Single Courses here

Intermediate Courses

Choose intermediate courses if you're at the start or in the middle of your career – or if you're more experienced and want to reskill.

CUL1100 American Institutions and Culture

American Institutions and Culture focuses on the United States as an intricate subject of study, providing a foundation for examining and interpreting the unique economic and cultural impact of the United States across the world.

This course examines the United States throughout its history and currently on the world stage, provides learners with a practical literacy of the features of American institutions and businesses along with a cultural framework for a fundamental understanding of this nation, and prepares learners for the skills to work within an American business environment.

MKT3250 Branding and Creative Direction

Branding and Creative Direction examines the process of defining the vision and personality of an original brand or a re-brand, and how to develop guidelines to ensure the brand values are calibrated across all marketing and communication channels. Emphasis is placed on the communication and execution of the brand promise to attract and retain customers.

You'll learn to master communication competencies and skills that can be used when interacting with stakeholders and team members to develop effective creative direction for brand creation and campaigns. Learners critically evaluate brand perceptions that have been defined by brand strategy and supported by marketing and communications.

BUS2250 Business Career Branding for Success

The Personal Branding & Business Impact course engages learners in developing and strengthening the business and personal components of one's own career brand. The learner takes the role of a "CEO" and uses business tools to analyze competitive strengths and weaknesses, create a competency profile, document high-demand marketable and transferable skills, craft a resume and develop a lifelong learning and career development plan that will be revisited throughout the degree program.

This course is divided into two parts: Part 1 is to establish a competitive benchmark pre-assessment and initial lifelong learning and career development action plan, and Part 2 enables the learner to re-evaluate competitive strengths and weaknesses, finalize the lifelong learning and career development action plan, and create a personal brand and business plan for the individual career path.

BUS2151 Business and Culture in China

Business and Culture in China examines the position of China within the global economy and how it is leapfrogging development in some areas. This course covers China's history, civic culture, and public, private, and for-profit sectors, providing learners with the unique and complex components of China's past, present, and potential on the world economic stage.

Through the lens of various stakeholders—those internal and external to business enterprises and those who engage in market-based and non-market-based transactions to influence business—learners acquire a practical literacy which prepares them to engage in business within and among Chinese employers, employees, and business partners. Learners gain an understanding of the specific drivers of economic growth and opportunity in China.

BUS2152 Business and Culture in Sub-Saharan Africa

Business and Culture in Sub-Saharan Africa examines the position of sub-Saharan Africa within the global economy and how it is leapfrogging development in certain areas. This course covers sub-Saharan Africa's history, civic culture, and public, private, and for-profit sectors providing learners with the unique and complex components of the region's past, present, and potential on the world economic stage. Through the lens of various stakeholders—those internal and external to business enterprises and those who engage in market-based and non-market-based transactions to influence business—learners acquire a practical literacy which prepares them to engage in business within and among African employers, employees, and business partners. Learners gain an understanding of the specific drivers of economic growth and opportunity that exist across Sub-Saharan Africa with a focus on Nigeria, Ghana, Angola and Ethiopia.

BUS2153 Business and Culture in India

Business and Culture in India examines how a culturally rich India continues to evolve on the world stage as an economic power. This course examines how these two aspects intersect at every point, from the very history of the region's birth to the current state and looking forward to the future. Through the lens of various stakeholders—those internal and external to business enterprises and those who engage in market-based and non-market-based transactions to influence business—students will acquire a practical literacy which prepares them to engage in

business within and among Indian employers, employees, and business partners. Learners gain an understanding of the specific drivers of economic growth and opportunity that exist in India.

BUS2156 Business and Culture in Southeast Asia

Business and Culture in Southeast Asia examines the position of Southeast Asia within the global economy, with a particular focus on the three largest economies: Indonesia, Thailand and the Philippines. This course covers Southeast Asia's history, civic culture, and public, private, and for-profit sectors providing learners with the unique and complex components of the region's past, present, and potential on the world economic stage. Through the lens of various stakeholders—those internal and external to business enterprises and those who engage in market-based and non-market-based transactions to influence business—learners will acquire a practical literacy which prepares them to engage in business within and among Southeast Asian employers, employees, and business partners. Learners gain an understanding of the specific drivers of economic growth and opportunity that exist in Southeast Asia.

MKT2200 Content Marketing and Social Media

Content Marketing and Social Media emphasizes the importance of content and how different content types can be used to support brand and business goals. You'll identify not only the content type, but the literal content as well, in conjunction with a focus on the most appropriate demographic(s) for various content. Additionally, you will learn to develop a content strategy and create engaging content for the right audience and channel.

CUL2300 Cultural Aesthetic Understanding

Cultural Aesthetic Understanding focuses on concepts and theories involved in intercultural, interdisciplinary study of artistic influence and expression.

Learners examine interactions among an assortment of modes of creative expression, role of style in daily life, performative representation of cultural identity and difference, and interaction of diverse artistic traditions.

FIN3200 Corporate Tax Strategies

Corporate Tax Strategies focuses on strategies for corporations to legally minimize their tax liabilities. Learners learn analyze financial transactions, calculate realized gains and losses, and determine whether to recognize gains and losses now or in the future.

MKT3253 Digital Advertising and Search Engine Optimization

Digital Advertising and Search Engine Optimization provides an understanding of the different performance marketing channels and how they can help a business grow traffic quickly and sustainably. Learners set up campaigns and develop strategies to optimize for performance.

MKT4100 Digital Marketing Analytics

Our Digital Marketing Analytics course emphasizes the importance of data and analytics in today's business environment. Learners taking this Digital Analytics course measure digital marketing activity performance, set up dashboards using tools such as Google Analytics, and report on the results of data analysis.

MKT2150 Digital Marketing Fundamentals

Digital Marketing Fundamentals provides an understanding of the digital marketing landscape, key trends impacting the industry, the changed customer journey, and the role each channel can play in that journey. The course also examines the advantages and subsequent challenges of this expanding marketing venue.

You'll explore the tools that currently exist and the potential for future applications of the digital platform for marketing purposes. The course will further explore the digital platform as a tool for businesses in general in order to increase its levels of efficiency, effectiveness, and competitive position in the market space. You'll also learn how to define and develop a digital strategy to help a business achieve its goals.

DTF2100 Digital Transformation Fundamentals

Digital Transformation Fundamentals is the foundational course for the Digital Transformation and Innovation specialization. This course provides a survey of three types of capability transformations that enable digital transformation: people, tool, and process. At the people capability level, digital transformation requires the organization to hire and retain customer-centric and service-oriented talent; this talent search demands more collaboration and knowledge sharing while breaking down the silos between business and technology. At the tool capability level, a horizontal digital enabling layer is required to be developed, covering big data analytics, artificial intelligence, robotics, IoT, wearables, augmented and artificial reality, and modular manufacturing. Vertical business applications require digitization by the horizontal digital enablers in vertical business applications such as supply chain management, customer experience, finance and administration, and more. At the process capability level, digital transformation requires the business processes to be automated via the horizontal digital enablers.

SCI2150 Environmental Science

Environmental Science engages learners in examining how health and food is significantly impacted by the physical environment. Learners explore various topics within environmental science to include global warming, pollution, waste, and recycling. Learners examine how humans in increasingly industrialized countries, and the earth itself, are impacted by environmental pollutants and contaminants.

This course reviews major environmental policies and their impact on the health of communities and the preservation of the earth or lack thereof. Learners discuss the scientific evidence of emerging environmental issues and the focus of the UN SDGs for 2030 is Sustainable Economic Development.

MKT3253 Digital Advertising and Search Engine Optimization

Digital Advertising and Search Engine Optimization provides an understanding of the different performance

marketing channels and how they can help a business grow traffic quickly and sustainably. Learners set up campaigns and develop strategies to optimize for performance.

FIN2100 Fundamentals of Financial Management

Financial Management focuses on the foundations of finance concepts required to be capable of managing day to day financial operations and to solve complex financial matters. You'll examine the elements of financial statements of an entity and impact of changes in one element on the other. Additionally, you'll learn to plan and control cash flows and make decisions in the microeconomic and macroeconomic environment.

BUS2100 International Business and Culture

As the speed of globalization increases, organizations need to be increasingly focused on an integrated global business and culture; this course focuses on international business and the interconnectedness of a global culture.

Learners examine how an organization operating in the global environment needs to understand and appreciate how to best leverage both global and local cultures for responsible and successful business practices. Topics from the perspective of a global firm are related to management, leadership, the economy, financial reporting and regulatory compliance.

CUL2200 Intercultural Communication

Intercultural Communication exposes learners to the principles of intercultural communication to advance their efforts to understand and attribute meaning to communicative behaviors among different cultures and social groups.

Learners study communication and culture, intercultural messages, the role of context in intercultural communication, the impact of culture on one's identity, and communication style. Learners master the practical skills necessary to improve one's intercultural communication competence in an international world.

BUS2150 Introduction to Business Law

Introduction to Business Law engages learners in understanding how laws, rules, regulations, and ethical standards pervade every area of business. This course provides an overview of U.S. law while considering that nearly all business concerns are global in nature in today's ever-changing political and economic business environment. This course encourages learners to approach legal scenarios with an eye on international application.

Learners apply several key legal concepts to situations based on real-world legal conundrums and cases. Topics include, but are not limited to: contract law, business organization setup, employment law and intellectual property law. Learners thoroughly review and research legal concepts and apply knowledge to specific sets of legal issues found in the assigned professional scenarios.

ENT2100 Introduction to Entrepreneurship

Introduction to Entrepreneurship introduces learners to the concept of entrepreneurship by exploring the “Lean Startup" movement to help frame what a startup is and how learners can approach new markets and businesses from a product perspective. Learners evaluate a business idea, assess its viability in a broader market, and create a simple prototype to test the idea with customers.

BUS2200 Leadership Management, and Teams

Leadership, Management, and Teams focuses on how to create a personal and shared vision and communicate effectively with teams, as a leader, a manager and a team member. Topics include setting effective goals and expectations, understanding cultures and explaining the differences between management and leadership, team membership and leadership and the global workplace.

HRM2100 Managing Human Resources

Managing Human Resources is the foundational course for the Human Resource Management Core. This course provides an in-depth survey of concepts, skills and practices in human resource management. Learners are introduced to innovative approaches in human capital management at the local, national, and global levels.

MKT3252 Marketing Channels, Tactics and Management

The Marketing Channels, Tactics, and Management course examines the contemporary range of marketing channels, common tactics unique to various channels, and how to plan an integrated approach to reach consumers at critical points. This course provides an overview of marketing channels with more focus on digital channels covered throughout the 360' Marketing Certificate and Specialization. To deliver on the core components of any brand's success, customers and stakeholders must feel assured that the brand exists, be clear on its offering, and see clear value in relation to themselves. Based on rapid changes in technology along with the way we distribute, consume and share media, understanding channel differentiators and designing an integrated marketing approach are essential for business goal attainment in today's competitive landscape.

MKT3251 Marketing Strategy and Planning

Marketing Strategy and Planning provides learners with the opportunity to develop and master competencies required to execute marketing strategy. Learners perfect skills for planning and implementing a marketing strategy, including evaluating current brand positioning in the marketplace, identifying target audiences, setting objectives and key performance indicators (KPIs), and defining evaluation metrics to determine effectiveness. Key elements of strategic planning are examined, including pricing, brand positioning, and setting up the framework of a strategic marketing plan.

MKT2100 Marketing Fundamentals

Marketing Fundamentals is the foundational course for the Marketing specialization and is an introduction to the role of marketing in advancing the success of a product, service, experience or organization. Learners explore the evolution of marketing to include a review of the key marketing principles relevant in today's workplace, an overview of the evolution from the traditional to digital marketing platform, and the differentiation between marketing a product or service versus marketing an experience.

You'll examine functions and trends that are critical to staying competitive in the marketplace. This course introduces the functions of an organization for creating, communicating, and delivering value to customers. Designed to meet customers' needs and organizational goals, these functions include marketing and behavioral science research, environmental monitoring, target market selection, product selection, promotion, distribution and pricing.

ECO1250 Micro and Macro Economics

Microeconomics and Macroeconomics gives learners a foundation in basic economic concepts essential to understanding consumer, business, and public policy decision making. Microeconomics areas of study include the market forces of supply and demand, competition, business organization, and consumer behavior. Macroeconomics areas of study include measuring the strength of a nation's economy, international trade, and the appropriate level of government interaction with the economy.

This course addresses the knowledge necessary for successful functioning in today's challenging economic times. Economic growth, development, and sustainability is needed at a global level. Micro and Macro economic principles impact emerging and developing markets in different ways than they do for developed countries. This course addresses the knowledge necessary to function successfully as a professional in today's challenging economic times.

NWL2100 Nutrition and Wellness

Nutrition and Wellness focuses on highlighting strategies for a healthy lifestyle. Two changes have led to a significant increase in preventable diseases: a global increase in the consumption of heavily processed food, and cultural shifts in many parts of the world where people are moving away from preparing food at home. Learners are equipped with practical skills to be healthier consumers of food, and consider the importance of a wellness lifestyle with an emphasis on self-responsibility, physical fitness, stress management, and environmental sensitivity.

PBS2250 Problem Solving and Critical Thinking

Problem Solving and Critical Thinking considers how most successful professionals of the 21st century will be able to assess an environment, analyze a situation, design alternative solutions, and assist organizations in creatively overcoming challenges and reaching strategic goals.

This course focuses on the development of reasoning and problem solving skills by using the scientific method to analyze case studies and controversial topics. Learners consider cultural differences in reasoning, inductive and deductive logic, and how to use positive inquiry and synthesis to solve individual and organizational problems.

ENT2150 Product and Marketing Skills for Founders

Product and Marketing Skills for Founders introduces learners to foundational product and marketing skills that are relevant to building and launching a tech startup. This course builds on concepts of "Lean Startup" to enable learners to refine their business ideas by gathering reliable customer feedback. Learners are introduced to fundamental concepts in product design.

COM1200 Professional Communication

Professional Communication places an emphasis on communication styles and approaches in today's workplace to include digital, verbal and nonverbal communication. The course focuses on the evaluation of case analysis and discussion and on practical business and professional communication skills, including writing, speaking, and listening. Emphasis is on clarity, organization, format, appropriate language, and consideration of audience, for both written and oral communication.

You'll engage in self-assessment of communicative competence and learn strategies for enhancing their skills. The course explores how technology and other tools are integrated into communications within a professional setting and students will be able to identify appropriate and inappropriate professional communications.

PRO3200 Project Management

Project Management highlights a key tool for any organization, which is the ability to manage multiple projects simultaneously to positive results. This course examines from an organizational perspective the tasks associated with project management. The focus is on the four components of the project life-cycle in an international business setting: organizing, planning, monitoring and controlling. Learners identify and apply relevant project management tools and methods designed to execute projects in an effective manner that maximizes efficiency and minimizes cost.

BUS1100 Roadmap to Success

Roadmap to success is the foundational course for Business Foundations and Career Success. This course prepares learners for success in the degree program and promotes a journey towards lifelong learning.

You'll develop skills for communication, studying, digital fluency, academic writing, and self-discovery. At the end of the course, learners have established a baseline of their personal, business, and academic competencies and develop an action plan for business and career success.

SCI1150 Science of Happiness

Science of Happiness offers evidence-based approaches to living a more meaningful, successful, and happy life by applying practical strategies to improve every domain of life, including home, work, and community.

Despite the enormous hardships that many people face around the world, this course explores how to manage cognitive biases and the impact a positive mindset can have on personal, biological, relational, cultural and global aspects of life.

HRM2200 Staffing and Developments

Staffing and Development encompasses the activities involved in building and maintaining a workforce that meets the needs of the organization. The course focuses on managing talent during recruitment, selection, retention and development. Learners develop a plan to identify individual and organizational needs within the appropriate regulatory framework.

STA1300 Statistics

Statistics emphasizes the analysis of data collection and statistics through the use of current technology. This course introduces learners to statistical terms, distributions, displaying and interpreting of data collected (probability, validity and reliability), effect size, measures of central tendency (mean, median and mode) and determining statistical significance. Learners analyze hypothesis testing and apply statistical techniques.

HRM4250 Strategic Human Resources

Strategic Human Resources prepares learners to apply the strategic management process from the Human Resource (HR) perspective. Learners examine how to manage talent effectively in the dynamic regulatory and competitive environment. The course emphasizes on integrating human resource management concepts related to the formulation and implementation of HR strategies and practices to support the overall global business strategy.

ENT3200 Technical Skills for Non-Technical Founders

Technical Skills for Non-Technical Founders examines the technical foundation of digital product development and design. Learners are exposed to the various technical components of a product and develop a framework for vetting technical business partners.

BUS2125 The World of Business

The World of Business introduces the domain of business and key elements of the functional areas within the context that an organization operates. You'll examine a variety of functional areas and types of business in order to understand their interconnectedness. Additional topics include the business cycle, global business practices, and impact on productivity.

HRM3150 Total Rewards

Total Rewards examines the development and administration of compensation and benefit practices, as well as challenges faced in managing total rewards in the multigenerational, competitive global economy. Learners analyze the strategic components of pay structures and reward systems and its impact on the employees and the organization.

Advanced courses

Choose advanced courses if you're an experienced professional who wants to push further.

ACC6050 Accounting and Financial Reporting

Accounting and Financial Reporting engages learners in applying the principles of corporate finance and accounting to business decision making.

Course topics include financial statements and other reports, the basics of financial forecasting and budgeting, accounting analytics, and the communications and vocabulary related to financial statements. Learners reconcile financial transactions and accounting records, and examine the implications of international differences in accounting frameworks and financial reporting requirements.

BUS5030 Applied Economics and Statistics

As the vast amount of data available to organizations increases there is growing need to be able to analyze and evaluate patterns of behavior, trends, and strategic options. In increasingly complex business markets, the effective evaluation of economic performance makes the difference in maintaining or increasing the overall competitive position of the firm.

Applied Economics and Statistics extends statistical and economic principles from the undergraduate level to the graduate level. This course helps learners build a solid background in quantitative, analytical and problem-solving skills.

AIA6600 Artificial Intelligence

Artificial Intelligence considers the business applications of machine learning, and how AI supports the discovery of meaningful patterns in data and adds insights into predicting performance and increasing productivity. Learners explore advanced concepts in machine learning, including details of decision tree algorithms, the QUEST algorithm, and missing data.

The course covers four major topics: first, machine learning and neural networks; second, value creation across the value chain phases and various industry verticals; third, elements of successful artificial intelligence transformation; and fourth, artificial intelligence use cases across retail, electric utilities, manufacturing, healthcare, and education.

BUS6130 Corporate Sustainability

Before the year 2000, environmental management for a business was typically driven by the need to respond to restrictions imposed by environmental regulation; however, at the dawn of the new millennium, leading businesses began to change their concept of environmental management to look beyond simply meeting governmental dictates. These organizations began to evolve and utilize environmental strategy to create new ways of growing their business by bringing sustainability to the core of their business strategy.

BUS5010 Culture in a Global Business Environment

In the Culture in a Global Business Environment course, learners examine the unique differences among global cultures and apply business principles across economic borders. As the speed of globalization continues to intensify, organizations need leaders who can adapt and apply practices across a wide spectrum of strategic options.

Learners apply the different types of cultural dimensions (e.g. Hofstede's Five Dimensions of Culture) for firms operating in the international markets. Additionally, learners analyze the differences between nationalism, globalization, and glocalization.

MHY6750 Cybersecurity Leadership

Explore how our hyperconnected world, comprised of a myriad of networks – both machine and human – has brought us to the precipice of a fundamental revolution and redefinition of the human experience and our socio-political and military world order. Crime, news, and even warfare is digital today.

Examine cybersecurity goals, cybersecurity tools, cybersecurity strategies, and how cybersecurity leadership underpins every aspect of cybersecurity strategy.

AIA6550 Data Sciences for Decision Making

Learn the foundation of how to apply advanced analytics skills to complex data analysis and modes. You'll build an understanding of design, data analytics tools, and advanced analytics translators to communicate complex data-related requirements between data engineers, business, and IT stakeholders.

The course examines four major areas; the momentum gains in the data and analytics revolution; the five elements of successful data analytics transformation; the mapping value in data ecosystems, and data analysis; the models of distribution.

DBW6350 Doing Business in China

Doing Business in China provides learners with an overview of the current and emerging business landscape within the region, including the largest and fastest growing industries, workforces, regulations, and public and private investments.

You'll develop skills for analyzing business opportunities within China and design strategies for starting, sustaining, or growing a business within the region. You'll also become fluent in concepts of business, modern history, and culture within the region in order to navigate complex interactions for a variety of business opportunities.

DBW6300 Doing Business in India

Doing Business in India provides learners with an overview of the current and emerging business landscape within the region, including the largest and fastest growing industries, workforce, regulation, and public and private investment.

You'll develop skills for analyzing business opportunities within India and design strategies for starting, sustaining, or growing a business within the region. You'll also become fluent in concepts of business, modern history, and culture within the region in order to navigate complex interactions for a variety of business opportunities.

DBW6450 Doing Business in Sub Saharan Africa

Doing Business in Sub Saharan Africa provides learners with an overview of the current and emerging business landscape within the region, including the largest and fastest growing industries, workforce, regulation, and public and private investment.

You'll develop skills for analyzing business opportunities within Sub Saharan Africa and design strategies for starting, sustaining, or growing a business within Sub Saharan Africa. You'll also become fluent in concepts of business, modern history, and culture within the region in order to navigate complex interactions for a variety of business opportunities.

ECM6400 Enabling E-Commerce and Digital Strategy

Enabling E-Commerce and Digital Strategy explores e-commerce business classifications in Business to Business (B2B), Business to Consumer (B2C), Business to Government (B2G), and Consumer to Consumer (C2C) analyzing their value proposition to businesses.

You'll analyze the primary e-commerce components and applications of the B2B, B2G, and B2C e-commerce infrastructure and markets including business and product models.

FIN6060 Financial Decision Making

Financial Decision Making prepares learners to apply financial data to make financing, investment, and business decisions that create value for the firm and align with internal financial priorities. Learners evaluate the firm's capital needs by applying their corporate finance and decision-making skills to financial statement analysis, capital budgeting, operational and investment options, and the use of fintech and emerging financial services.

Learners build advanced financial models and apply them to corporate finance situations and financial risk management. This course prepares learners to apply key technologies to inform financial decision making.

FIN6060 Financial Decision Making

Financial Decision Making prepares learners to apply financial data to make financing, investment, and business decisions that create value for the firm and align with internal financial priorities. Learners evaluate the firm's capital needs by applying their corporate finance and decision-making skills to financial statement analysis, capital

SUS6160Food and Agribusiness

Food and Agribusiness explores how the next wave of innovation in the industry represents the biggest transformation since the industrial revolution. Through case analyses and practical agribusiness scenarios, learners examine global challenges faced within the food and agriculture industries and develop a sound understanding of what it takes to manage an agricultural business.

You'll investigate how insurance and financing, supply chain management, global food trade, and innovative technologies such as machine learning, sensing, and customer behavioural understanding can improve the efficiencies and cost-effectiveness of food and agribusiness industries (FAEs), and broaden your knowledge and understanding of the global challenges being faced within the food and agriculture industries.

BUS6100 Global Business

Global Business provides learners with an expansive understanding of international markets and how to manage cross-border transactions in order to effectively operate and compete in global, local, and emerging markets.

The course focuses on the complexities, strategies, risk, and rewards that arise due to “liquid borders”, technology, cross-cultural and political issues, international organizations, nongovernmental organizations (NGOs), trade agreements, foreign direct investment (FDI) in emerging markets, currency risk, challenges and sustainability. Learners develop a market entry strategy analysis for a business operating in the global or local environment.

BUS5020 Global Marketing Practices

In the global environment it is important for organizations to have a well-executed marketing strategy that includes consideration for the global consumer. It is also vital for organizations to consider new channels for marketing across cultural boundaries. In Global Marketing Practices learners examine the ways organizations can apply marketing practices to identify and execute on consumer, industry, and organizational needs.

Learners examine the global marketplace to include the current marketing strategies and practices, and apply the skills needed to create and execute a marketing plan based on the global strategy of the organization. Implement leadership and strategic, cultural, and operational strategies as part of an operational marketing plan.

BUS5040 International Legal Environment of Business

In the global environment, it is of critical importance that organizations understand and follow the legal requirements for business. International Legal Environment of Business provides an in-depth analysis of various legal issues encountered while conducting business in an international arena. Learners examine the impact an ever-changing global economy has on effectuating sound business decisions.

A key concept is national sovereignty and how domestically applicable laws of developing and developed countries, international conventions, and treaties affect international business. Other topics include the effects of culture on business style, international trade considerations, and management of multinational corporations. Learners examine the importance of balancing cultural, political and ethical issues with legal/regulatory constraints as they pertain to doing business in the global economy. Concepts are delivered through authentic case studies and legal analyses of international scenarios.

MHY6700 Internet of Things

Internet of Things engages learners in examining IoT operating systems architectures, standards, and ecosystems. You'll delve into industrial automation value proposition for IoT, device management, cybersecurity analysis, best-practices in IoT ecosystem design, and monetizing IoT under different commercial models and across the value chain.

BUS6120 Introduction to Intrapreneurship and Innovation

Introduction to Intrapreneurship and Innovation provides a framework for how employees with an entrepreneurial mindset can navigate the complex and challenging environments within existing organizations to bring about meaningful, practical, and effective change.

Learners will understand the need for an innovative mindset, exploring the concept of intrapreneurship and how it can take place from within an organization. The course provides a roadmap for how individuals can plan, present, and execute innovative and entrepreneurial approaches.

BUS6070 Leadership and Organizational Development

Leadership and Organizational Development examines individual and group interaction and helps learners gain a deeper understanding of how human behavior drives organizational behavior and development.

Drawing from neuroscience and cognitive science perspectives, learners transition from manager to leader through the lens of managing self, others, teams, and relationships. Learners examine principles of motivation, communication, leadership, organizational development and change relevant to contemporary issues.

SUS6180 Managing Healthcare

Managing Healthcare is designed to help learners develop competencies for identifying and evaluating emerging markets within the healthcare industry. In this introduction to organizations in healthcare, you'll examine the wide-ranging complexities encountered by management and critique current thinking in management and leadership.

Through case analyses and practical healthcare scenarios, you'll analyze the global challenges faced within the healthcare industry and develop a sound understanding of what it takes to manage a global health business. You'll also come away with a solid foundation in understanding and aligning the national health agenda with personal and organizational pledges to population-based wellness.

MKT6080 Marketing Strategy

Marketing Strategy focuses on the advanced marketing and leadership skills required in today's fast-paced technology driven global economy. Learners prepare for roles within the field of marketing, and gain a solid understanding of the role of marketing, both in traditional and digital platforms, in defining and maintaining a brand and in meeting business objectives.

You'll examine how technology and transformational approaches are critical to developing future-forward marketing strategies. Topics include leadership, strategic partnerships, and negotiating skills that are key contributors to successful business growth and company culture.

BUS6110 Organizational Strategy

Organizational strategy examines how the success of any organization is based in part on how effectively strategy is incorporated into its overall mission and vision. Develop an understanding of how adaptability and flexibility are two key aspects of a successful strategy.

Learners examine and apply principles and frameworks of a successful strategy across various industries and markets with the goal of creating a strategy which sustains and/or increases the competitive position of the firm. This course focuses on the domestic and international strategic approaches needed to solve business challenges, integrating all of the tools related to strategy formulation.

MHY6800 Product Management with Agile and Lean

Product Management with Agile and Lean explores the techniques that product managers apply to minimize execution risk for a team. You'll examine two main types of execution risk: technical risk, which is the risk that the product fails because the team utilizes bad software management practices, and product risk, which is the risk that the product fails because it is not what the customers or market want. Learn how to apply the Agile framework to minimize technical execution risk and the Lean framework to minimize product risk.

SUS6170 Renewable Energy

The Renewable Energy course provides learners with a foundational understanding of the applications of renewable energy practices. This course focuses on key business skills and competencies needed to determine successful economic, technical, and societal applications of renewable energy practices. Learners examine basic energy principles, terminologies, policies, and applications for domestic and international markets.

You'll apply industry wide and/or industry sector renewable energy practices, and execute relevant management practices, principles, and perspectives related to sustainability and corporate social responsibility. These practices include corporate and executive management, operations management, entrepreneurship, venture capital and finance activities, infrastructure investment, management consulting, and other business related, technical specializations.

AIA6650 Robotics and Automation

Robotics and Automation engages learners in examining the Intelligent Process Automation (IPA) five core technologies. These are the following: robotic process automation (RPA), smart workflow, machine learning/ advanced analytics, natural-language generation (NLG) and cognitive agents.

You'll learn the inner workings of each of these five technologies during the course. RPA is a software automation tool that automates routine tasks. Smart workflow is a process-management software tool that integrates tasks performed by groups of humans and machines. Machine learning/advanced analytics includes algorithms that identify patterns in structured data, such as daily performance data. Natural-language generation (NLG) is a software engine that creates seamless interactions between humans and technology. Cognitive agents are technologies that combine machine learning and natural-language generation to build a completely virtual workforce.

OPM6090 Technology and Operations Management

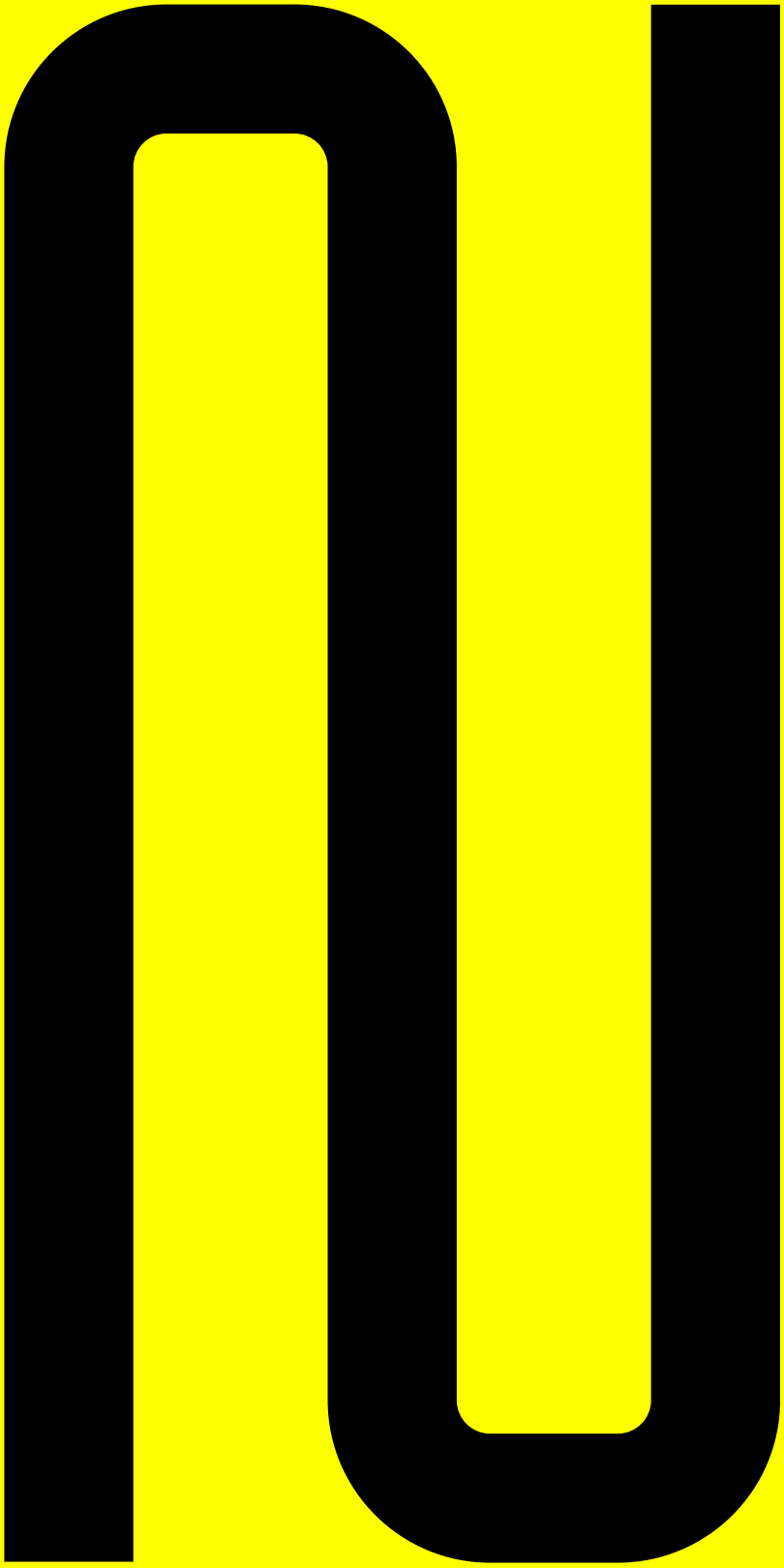
Technology and Operations Management provides a comprehensive overview of technology utilization to drive a competitive advantage for company operations. Learners explore various technology solutions for business process automation, including value proposition analysis across organization functions.

You'll also analyse how technology can be leveraged to improve product development during the four lifecycle phases. The course provides a detailed overview of the impact of technology on various operating models such as manufacturing, supply chain management, customer facing, product development, and support functions (e.g., HR and finance).

GBL6850 The Art of Communication

What is the number one job skill American and global employees are lacking, according to LinkedIn CEO, Jeff Weiner? Communication. The Art of Communication is designed to strengthen and promote a leadership-driven communications model that extends from an audience centered communications approach. How do leaders persuade shareholders? How do leaders negotiate with clients and business partners across cultures?

This course introduces learners to a foundation in rhetorical awareness that will transfer through a variety of contexts, including corporate communications, public speaking, negotiation, and a range of executive leadership scenarios. Coursework includes genre analysis, professional writing, presentation design and delivery, and negotiation workshops.



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