

Enterprise Transformation Certificate

This graduate certificate focuses on the key drivers of contemporary business value and enterprise overhaul. Students will master the core processes of strategic financial management and learn to build powerful brand equity that drives market differentiation. Crucially, the program explores the application of Artificial Intelligence and other technological advances to lead large-scale digital transformation initiatives across the business. This program is 100% online.

Code	Title	Credits
Graduate Certificate		9
Required:		
MBA 706	Marketing: Creating Brand Value	
MBA 707	Financial Management	
MBA 709	Artificial Intelligence & Technological Advances	
Total Credits		9

Admission Requirements

The Office of Graduate Studies sets minimum standards for admission requirements to all graduate programs. Please consult this section of the catalog (<https://catalog.uwgb.edu/graduate/general-information/admissions/requirements/>) to review requirements for admission, including the official transcripts you must submit.

In addition to the minimum requirements, this program also requires the following:

- 2.75 grade point average. Applicants with a GPA of less than 2.75 may be considered for provisional admission.
- International students should consult the Office of Graduate Studies requirements for all international applicants in the front of the catalog (<https://catalog.uwgb.edu/general-information/admissions/international-applicants/>).

Note: Students who are already in the MS Management or MBA degree program do not need to apply to this certificate. You may fill out a form, instead, Graduate Certificate Declare Form (<https://www.uwgb.edu/graduate/student-resources/forms/>).

Progress to Completion

1. Candidate applies to this certificate program by submitting the appropriate materials.
2. Candidate is admitted to the certificate program by the UWGB Program Chair.
3. Student fulfills the program course requirements.
4. Students completing a graduate degree program at UWGB will have the certificate posted to their transcripts upon conferral of their graduate degree.

NOTE: Graduate students who are already admitted to a degree program who wish to be enrolled in a certificate aligned with the degree are able to submit a Graduate Certificate Declaration form (<https://www.uwgb.edu/graduate/student-resources/forms/>) in lieu of this admission process (steps 1 and 2 above).