Collat School of Business

Dean: Eric P. Jack, Ph.D.

The Collat School of Business offers the following graduate programs:

**Degree Programs**
- Master of Accounting (M.Ac.) (http://www.uab.edu/business/degrees-certificates/master-of-accounting/)
- Master of Business Administration (M.B.A.) (http://www.uab.edu/business/degrees-certificates/mba/)
- Master of Science in Management Information Systems (M.S.MIS) (https://www.uab.edu/business/degrees-certificates/) - Online only

**Certificate Programs**
- Graduate Certificate in Business Analytics (https://www.uab.edu/business/home/businesscertificates/business-analytics-certificate-graduate/)
- Graduate Certificate in Cybersecurity Management (https://www.uab.edu/business/home/businesscertificates/cyber-management-certificate-graduate/)
- Graduate Certificate in Information Technology (https://www.uab.edu/business/home/businesscertificates/information-technology-management-certificate-graduate/)
- Graduate Certificate in Social Media (http://www.uab.edu/business/degrees-certificates/certificates/graduate-certificate-in-social-media/)
- Graduate Certificate in Technology Commercialization and Entrepreneurship (http://www.uab.edu/business/degrees-certificates/certificates/graduate-certificate-in-technology-commercialization-and-entrepreneurship/)

The Collat School of Business offers an engaging learning environment with classrooms extending well beyond the walls of the UAB campus. We meet the varying needs of our students by offering classes face-to-face, online, and in hybrid formats. Our unique location allows our faculty to integrate the practical experiences of the State's leading companies - from Fortune 500 corporations to entrepreneurial start-ups - into the programs we offer.

The Collat School of Business is accredited at the baccalaureate and master’s level by AACSB International (http://www.aacsb.edu/) and holds separate AACSB International accreditation of the undergraduate and master’s programs in accounting, an accomplishment held by less than 2% of business schools worldwide. AACSB International is the largest and longest standing specialized accrediting agency for business and accounting programs in the world and represents the highest standard of achievement.

**Mission Statement**

At Collat, we prepare students for success as leaders and professionals, in Birmingham and beyond, using a balanced approach to teaching, research and service.

**Vision Statement**

Collat is known for innovative programs, impactful scholarship and transformative service.

**Shared Values**

- **Integrity** – We act ethically and do what is right.
- **Respect** – We treat others with courtesy and civility.
- **Diversity and inclusiveness** – Everybody counts every day. We actively seek varied perspectives in our decision-making.
- **Collaboration** – We trust each other and work cooperatively across disciplinary boundaries in the spirit of shared governance.
- **Excellence and achievement** – We constantly innovate, solve problems and improve ourselves and others through learning.
- **Stewardship** – Fiscal and environmental sustainability guide our decisions.
- **Accountability** – We are answerable to each other and act with the best interests of the university in mind.

**Business Analytics with Information Technology (IT) Certificate Program**

**Purpose**

The objective of the Graduate Certificate in Business Analytics with Information Technology (IT) is to help working professionals advance in their careers by improving understanding about how analytics plays a strategic role in the modern organizational environment. The emphasis of this certificate program is on the application of IT tools for business analytics and its alignment with organizational strategy, data-driven decision-making, and the visualization of data analysis for presentation to key organizational stakeholders. Students will gain understanding of fundamental analytics concepts, the process of extracting, transforming, and loading data from a variety of sources into manageable datamarts that can be used for analysis by organizations, and the use of IT tools in the analytics field.

**Eligibility**

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

**Business Analytics with Information Technology (IT) Certificate Program**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>GPA Requirement</td>
<td></td>
</tr>
<tr>
<td>A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.</td>
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</tbody>
</table>
**Certificate Courses**

Choose one course covering an introduction to analysis and visualization  
- **IS 608** Desktop Analytics with IT Tools  
- **MBA 662** Quantitative Analysis for Business Managers  
- **IS 617** Data Science for Business  
- **IS 619** Advanced Business Analytics  
- **IS 651** Data Management & SQL for Analytics  
- **IS 652** Data Visualization for Business  

Total Hours 15

Students who have previously taken equivalent courses from a regionally accredited, AACSB institution may receive transfer credit towards the graduate certificate program with a grade of 3.0 (i.e., B) or better. Up to 6 credits may be transferred into the graduate certificate program with the approval of the program director.

**Benefits**

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities within the field of business analytics. Earning a Business Analytics with IT Certificate differentiates students in a competitive hiring environment.

**Contacts**

Jack Howard, Ph.D.  
jhoward@uab.edu  
Julio Rivera, Ph.D.  
jriversa@uab.edu

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**UAB Cybersecurity Management Certificate Program**

**Purpose**

The objective of the Graduate Certificate in Cybersecurity Management is to help working professionals advance in their careers by improving understanding about the field of cybersecurity and the role security plays in the modern organizational environment. The emphasis of this certificate program is on the managerial aspects of cybersecurity, including security strategy and planning, policy development, risk and vulnerability assessment and management, and managing under uncertainty during security incidents.

**Eligibility**

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

**Cybersecurity Management Certificate Program**

<table>
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<tr>
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<tbody>
<tr>
<td>GPA Requirement</td>
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<tr>
<td>A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.</td>
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</tbody>
</table>

**Certificate Courses**

- **IS 607** Introduction to Cyber Security  
- **IS 613** Information Security Management  
- **IS 644** Digital Forensics  
- **IS 620** Cyber Attacks and Threat Mitigation  
- **IS 621** Incident Response and Business Continuity  

Total Hours 15

Students who have previously taken equivalent courses from a regionally accredited, AACSB institution may receive transfer credit towards the graduate certificate program with a grade of 3.0 (i.e., B) or better. Up to 6 credits may be transferred into the graduate certificate program with the approval of the program director.

**Benefits**

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities within the field of cybersecurity. Earning a Cybersecurity Management Certificate differentiates students in a competitive hiring environment.

**Contacts**

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**Information Technology (IT) Management Certificate Program**

**Purpose**

The objective of the Graduate Certificate in Information Technology (IT) Management is to help working professionals advance in their careers by improving understanding about how technology plays a strategic role in the modern organizational environment. The emphasis of this certificate program is on the managerial application of technology in business and its alignment with organizational strategy, key stakeholders, and the translation of strategy into operational activities. Students will gain understanding of organizational strategy, leadership and persuasion techniques, financial budgeting and decision making with resource constraints, regulatory requirements and compliance procedures, and managing business operations under uncertainty.

**Eligibility**

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

**Information Technology (IT) Management Certificate Program**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td></td>
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<tr>
<td>A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.</td>
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</table>

**Certificate Courses**

- **IS 611** Information Technology and Business Strategy  
- **IS 612** IT Governance and Management  

<table>
<thead>
<tr>
<th>Certificate Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS 611</td>
<td>3</td>
</tr>
<tr>
<td>IS 612</td>
<td>3</td>
</tr>
</tbody>
</table>
Certificate in Technology Commercialization and Entrepreneurship

Purpose
The Graduate Certificate in Technology Entrepreneurship and Commercialization is designed for those interested in starting or working in a growth-focused, startup organization. The emphasis is on entrepreneurial thinking, identifying entrepreneurial opportunities, translating ideas into launchable business models and understanding the challenges of leading a startup organization. The program has a practical focus and utilizes current best practice in Entrepreneurship. No prior business coursework is required for this graduate certificate.

Eligibility
The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or holds a current graduate degree).

The certificate will require the successful completion of 12 credit hours (see 4 required courses below) and a cumulative grade point of average of 3.0 or better.

Certificate in Technology Commercialization & Entrepreneurship

Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 673  Planning and Pitching a New Business Concept</td>
<td>3</td>
</tr>
<tr>
<td>MBA 681  From Idea to IPO</td>
<td>3</td>
</tr>
<tr>
<td>MBA 690  Directed Study (in Managing Innovation)</td>
<td>3</td>
</tr>
<tr>
<td>MBA 691  MBA Independent Study</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

Benefits
This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities in the fields of innovation, entrepreneurship and the management of rapidly growing enterprises. Earning a Certificate in Technology Commercialization and Entrepreneurship prepares students to start and manage startup companies as well as to lead innovation initiatives within established organizations.

Joel Dobbs  
jhdobbs@uab.edu

Certificate in Social Media

Purpose
The purpose of the Graduate Certificate in Social Media is to help working professionals advance their knowledge and understanding of social media marketing. The emphasis of the certificate is on the application of social media tools, strategy, and analytics. Upon completion, students should have a better understanding of how social media fits into the broader context of business and marketing strategy.

Eligibility
The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MBA admissions).

The certificate will require the successful completion of 12 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Certificate in Social Media

Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 614  Social Media and Virtual Communities in Business</td>
<td>3</td>
</tr>
<tr>
<td>MBA 616  Web Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MBA 617  Data Science for Business</td>
<td>3</td>
</tr>
<tr>
<td>MBA 690  Directed Study (Social Media in Marketing)</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

Benefits
Students who complete the Certificate in Social Media should have an advanced knowledge of social media strategy, analytics, tools, and tactics. Earning this certificate should differentiate students among their peers.

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