

Collat School of Business

Dean: Christopher L. Shook, Ph.D.

The Collat School of Business offers the following graduate programs:

Degree Programs

- [Master of Accounting \(M.Ac.\)](#)
- [Master of Business Administration \(M.B.A.\)](#)
- [Master of Science in Management Information Systems \(M.S.MIS\)](#) - Online only

Certificate Programs

- Graduate Certificate in Business Analytics
- [Graduate Certificate in Cybersecurity Management](#)
- Graduate Certificate in Information Technology
- [Graduate Certificate in Social Media](#)
- [Graduate Certificate in Technology Commercialization and Entrepreneurship](#)
- [Graduate Certificate in Foundations of Business Administration](#)

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](#) 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

Requirements	Hours
GPA Requirement	
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.	
Certificate Courses	
IS 608 Desktop Analytics with IT Tools	3
or MBA 662 Quantitative Analysis for Business Managers	
IS 617 Data Science for Business	3
IS 619 Advanced Business Analytics	3
IS 651 Data Management & SQL for Analytics	3
IS 652 Data Visualization for Business	3
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.

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

Requirements	Hours
GPA Requirement	
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.	
Certificate Courses	
IS 607 Introduction to Cyber Security	3
IS 613 Information Security Management	3
IS 644 Digital Forensics	3
IS 620 Cyber Attacks and Threat Mitigation	3
IS 621 Incident Response and Business Continuity	3
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.

Graduate Certificate in Digital Marketing

Graduate Certificate in Digital Marketing

Requirements	Hours
MBA 655 Digital Marketing Strategy	3
MBA 656 Integrated Marketing Communications Practicum	3
MBA 657 Digital Marketing Topics	3
MBA 653 Marketing Analysis and Decision Making or MBA 617 Data Science for Business	3
Elective Approved by Program Director	3
Total Hours	15

Information Technology (IT) Operations and Strategy Certificate Program

Purpose

The objective of the Graduate Certificate in Information Technology (IT) Operations and Strategy is to help working professionals advance in their careers by improving their understanding of the operational and strategic roles of technology in organizations today. 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 an understanding of managing projects and cyber security, leveraging IT to gain competitive advantage, making data-driven decisions, and analyzing the use cases for emerging technologies.

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

Requirements	Hours
GPA Requirement	
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.	
Certificate Courses	
IS 611 Information Technology and Business Strategy	3
IS 612 IT Governance and Management	3
IS 621 Incident Response and Business Continuity	3
IS 640 Technology Planning and Capital Budgeting	3
IS 641 Leadership in IT	3
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 information technology. Earning a IT Management Certificate differentiates students in a competitive hiring environment.

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	Hours
MBA 616 Web Analytics	3
MBA 617 Data Science for Business	3
2 Social Media related courses approved by MBA Program Director	6
Total Hours	12

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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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	Hours
MBA 673 Planning and Pitching a New Business Concept	3
MBA 681 From Idea to IPO	3
MBA 683 Leading Innovation	3
MBA 688 Special Topics in Management (Entrepreneurship focused class approved by advisor)	3
Total Hours	12

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.

Certificate in Foundations of Business Administration

The Certificate in Foundations of Business Administration provides the fundamental tools for success in business administration. It affords students the opportunity to acquire these skills in a five course (15 credit hours) format and the ability to complete the certificate in one calendar year if taken on a part-time basis. This certificate will appeal to students who need knowledge of the basic business disciplines without the commitment of time and resources required by the MBA degree.

This program will also appeal to employers who want a graduate-level certificate learning experience to enhance the skill sets of valued employees at a reduced cost within a one-year time frame.

Requirements	Hours
Certificate Program Core Courses	12
MBA 601 Accounting and Finance for Managers	
MBA 631 Management and Organizations	
MBA 619 Information Technology and Business Strategy	
MBA 651 Marketing Strategy	
Certificate Program Elective Courses (select one)	3
MBA 662 Quantitative Analysis for Business Managers	
MBA 642 Economics for Managers	
MBA 608 Strategic Cost Analysis and Decision Making	
MBA 621 Topics in Corporate Finance	

