



## Business Administration Micro-Credentials

### Embedded Micro-Credentials

Micro-credentials offer FXUA's eventual graduates the ability to demonstrate real-world mastery of competencies and skills in specific knowledge areas. The purpose of these micro-credentials is to demonstrate a strong knowledge-base in areas that are in high demand to eventual employers. FXUA's micro-credentials can be completed as stand-alone demonstrations of a student's achievement in a specific content area. Students can demonstrate their skills and achievement of content area knowledge throughout their program, meaning that students do not have to wait until graduation to be able to demonstrate their abilities. There is no additional cost for micro-credentials that are associated with a student's program of study. Students can choose to take additional courses outside of their major to add additional micro-credentials to their portfolio.

### Assessment Strategies

These embedded skills-based micro-credentials occur in courses that are closely related to and emphasize the specific skills outlined in the micro-credential descriptions. Through course-based assessment tools, students demonstrate their knowledge of these skills. Often times, these course-based assessments are practically-oriented projects, presentations, simulations, or other representations of tasks and skills performed in the world-of-work.

### Levels

Micro-credentials are offered along four distinct levels:

- **Foundational:** Foundational micro-credentials represent completion of entry-level knowledge. These topics would be open to learners who have little experience in the content area.
- **Intermediate:** This level represents learners who have some knowledge of the content area, but would still be considered beginner-learners. This would represent knowledge above the foundational level, but would not represent individuals who have extensive knowledge or experience with the topic. While this level could be open to individuals with little background in the content area, it would be expected that these individuals would need to spend significant time filling in prior knowledge gaps.
- **Advanced:** This level would be most appropriate for individuals who have prior knowledge on the topic or similar topics, and/or who use the information contained in the course on a regular basis. These learners typically are looking to find ways to expand their understanding of the topic and/or find efficiencies in their work.
- **Expert:** This level represents competencies and skills that would be required of an expert or master in the field. These topics are typically offered at the master's level, and would represent content that includes both theory and practice.

### Awarding Micro-Credentials

Embedded micro-credentials are earned at the completion of a course or series of courses. These micro-credentials are awarded digitally in the form of a badge that completers can use in their professional profiles and on their resumes.

## Business Administration Micro-Credentials

### Foundations: Marketing and Sales (M&S)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Marketing and sales foundations will teach students about the most important stages on how to bring products/services to market; how, when, and where to go to market; and how to maximize sales using four marketing mixes known as the 4 Ps: <b>Product</b> design and branding, formulating the best <b>Pricing</b> techniques, selecting the best sales <b>Place</b> or location, and increasing sales through <b>Promotion</b> and best communications methods (conventional and social media).	Foundational	Business Administration	<ul style="list-style-type: none"><li>• Ability to design products and services</li><li>• Ability to formulate the profitable sales pricing methods</li><li>• Skill to select the best sales locations</li><li>• Ability to promote and communicate products/services to consumers</li></ul>	BUSS 130; BUSS 351	6 credits

### Market Positioning & Sales (MP)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
In the market positioning and sales micro-credential, students will be trained on how particular products or services will be positioned in consumers' mind as unique and different than its competitors' products in brand, quality, and price attributes. Sales method used on how consumers will see the real value of a product as compared to other competing products will be learned in this training.	Intermediate	Business Administration	<ul style="list-style-type: none"><li>• Identifying and deciding marketing segmentation</li><li>• Demonstrating various attributes of products</li><li>• Examining market trends for different brands and different target groups</li></ul>	BUSS 110; BUSS 130  And BUSS 351; or BUSS 374; or BUSS 375	9 credits

## **Advanced Marketing & Sales Strategy (AM&SS)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
In the advanced marketing and sales strategy micro-credential, students will be able to undertake market analysis, development of market and sales strategy, and implementation of marketing mix and market positioning in practical projects. Real-life case studies will be provided to students for practical application.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• Develop market strategy</li> <li>• Develop sales strategy</li> <li>• Apply the 4 Ps and positioning strategies</li> </ul>	BUSS 110; BUSS 130  And BUSS 351; or BUSS 374; or BUSS 375  And BUSS 426; or BUSS 462/562; or BUSS 465/565	12 credits

## **Foundations of Business Analytics (FBA)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential will give data analytics students hands-on knowledge in the application of statistical skills and practices in a business context. It will focus on the application of statistics using R and other programming languages to undertake regression analysis, logistic analysis, as well as classification and clustering techniques in different industry domains.	Foundational	Business Administration	<ul style="list-style-type: none"> <li>• Coding and programming skills in R, SAS, and analytical tools</li> <li>• Running linear and logistic regression and other multivariate statistical models</li> </ul>	BUSS 290; BUSS 328; BUSS 338	9 credits

## Business Analytics in Practice (BAP)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential emphasizes a real-world business approach to business analytics. Students will be engaged in real-life business cases, such as predicting and forecasting uncertain events, customer segmentation and value proposition, human resource analysis, customers scores and lifetime value, etc.	Intermediate	Business Administration	<ul style="list-style-type: none"> <li>• Using R, SAS and analytical tools to conduct linear and logistic regression, and other multivariate statistical models to real-world business scenarios</li> <li>• Making predictions and forecasting of uncertain labor and marketing events</li> <li>• Risk analysis</li> <li>• Customer segmentation and classifications</li> <li>• Value propositions</li> </ul>	BUSS 290; BUSS 328; BUSS 338  And BUSS 400; or BUSS 440; or BUSS 445/545; or BUSS 448/548	12 credits

## **Business Analytics Capstone (BAC)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential focuses on real-world business cases requiring application of prediction and forecasting using business analytic tools. Students engage in applying concrete business analytics strategies to real-world simulations to create, present, and describe their findings.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• Applications of R, SAS and analytical tools to real-world business scenarios</li> <li>• Forecasting, predicting, and assessing risks using analytic tools</li> <li>• Further understanding costumers and value propositions</li> <li>• Data visualization for diverse audiences</li> <li>• Presenting analytics through data visualization</li> </ul>	BUSS 290; BUSS 328; BUSS 338 And BUSS 440; or BUSS 445/545; or BUSS 448/548 And BUSS 478/578; or BUSS 479; or BUSS 489/589	15 credits

## **Data Visualization with Tableau (DVT)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential, with the help of Tableau, will train students with the best practices of data visualization and storytelling. Students will view and practice examples of real-world business cases from renowned media, research, and analytical firms. By the end of the training, students will generate powerful reports and dashboards that will be helpful for decision-	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• Application of Tableau tool to analyze data</li> <li>• Application of Tableau to create visualization and dashboard for storytelling helpful for making business decisions</li> </ul>	BUSS 290; BUSS 328; BUSS 338; BUSS 400; BUSS 440; BUSS 478/578	18 credits

making. Students will complete a capstone project using sample data provided to create visualizations, dashboards, and data models to be presented to executive leadership of a real company.					
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### **Value Chain Management (VCM)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
VCM provides students practical knowledge and skills how they understand different customers values, and how to measure inputs and output of values; and finally, how to generate higher customers' satisfaction and huge surplus to organizations.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• How to create, model, analyze and maximize values in accounting, operations and marketing</li> <li>• Apply various qualitative and quantitative analytical tools for tactical operations and process improvement decisions</li> </ul>	BUSS 327; BUSS 378; BUSS 410/510	9 credits

### **Lean Six Sigma (LSS)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Running and sustaining a business requires understanding and developing strategies to ensure that practices maximize resources. This micro-credential emphasizes the use of Six Sigma and the concept of Lean Management. Learners will be able to measure and analyze production processes, eliminate waste and	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• DMAIC (Define, Measure, Analyze, Improve, and Control) process improvement cycle</li> </ul>	BUSS 378; BUSS 385; BUSS 415/515	9 credits

evaluate management structures to motivate employees, and improve quality and productivity.			<ul style="list-style-type: none"> <li>Quantitative and qualitative methods associated with Six Sigma and Lean Management</li> <li>Applying data for lean operations</li> </ul>	
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### Globalization, Economic Growth, and Stability (GE&S)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Socially responsible institutions need to leverage a solid toolkit by applying economic principles to assess current and past business events. It starts by giving foundational information and parameters of macroeconomics; how governments will apply monetary and fiscal policies to solve inflation, recession, unemployment problems, and international perspectives on free trade, balance of payment and exchange rates; and how they affect business and everyday life. Finally, learners will be provided with real country economic data to apply the toolkits they learned to read and analyze the risks and opportunities for achieving business development and private investment.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>Apply macroeconomic and international trade policies and analytical tools to recommend alternative decisions of innovation and sustainable business</li> <li>Understand economic policymaking</li> </ul>	BUSS 381; BUSS 387; BUSS 388  And BUSS 451/551; or BUSS 453/553	12 credits

## Sustainable Business Change Agent (SBCA)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
All business leaders need to understand how businesses function and how to sustain them. As change agents, business leaders need to be able to develop and implement change within institutions in a way that improves the functions of the organization, while also ensuring that these practices are sustainable. This micro-credential builds a solid understanding of concepts and tools to become change agents toward improving business impacts on the environment, people, and communities.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• Create sustainability proposal that convinces business leaders, politicians, and communities</li> </ul>	BUSS 371; BUSS 376; BUSS 380; BUSS 461/561; BUSS 463/563	15 credits

## Change and Business Leadership (C&BL)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Effective leaders need to have deep understanding of their organization, the people they lead, the situation they operate, and their self-insight. Through this micro-credential, learners understand how organizations function, and learn to apply basic leadership skills to effectively manage and lead an organization.	Foundational	Business Administration	<ul style="list-style-type: none"> <li>• Become an effective and efficient leader of business organizations</li> <li>• Being familiar with resistance to changes</li> </ul>	BUSS 333; BUSS 342; BUSS 373	9 credits

## **Business Leadership (BL)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Effective leadership requires a combined knowledge of how organizations function, with an understanding of how to work with and inspire people to be their best. This micro-credential prepares both new and experienced managers to face the challenges of leadership. It will empower learners with knowledge and skills to become effective leaders, inspire others, and evolve their business on a growth trajectory.	Advanced	Business Administration	<ul style="list-style-type: none"> <li>• Organizational development models</li> <li>• Leadership and empowerment strategies</li> <li>• Change management</li> <li>• Positive psychology</li> <li>• Performance measurement</li> </ul>	BUSS 333; BUSS 342; BUSS 373; BUSS 379; BUSS 431; BUSS 435/535	18 credits

## **Ethical Leadership (EL)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
In this training, learners will develop the ability to recognize competing values within business organizations, make different value propositions for various stakeholders, and integrate them to develop strategies which are responsive to complex ethical challenges.	Intermediate	Business Administration	<ul style="list-style-type: none"> <li>• Become morally appropriate leaders</li> <li>• Articulate ethical values that guide better business decisions</li> <li>• Make decisions with the presence of conflicting economic, legal, and ethical responsibilities of multiple groups in an organization</li> <li>• Understand what makes an effective leader</li> </ul>	BUSS 220; or BUSS 333  And BUSS 431; BUSS 435; BUSS 447	12 credits

## **Business Development (BD)**

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Whether working for a Fortune 500 or a small business, companies require someone who knows the market, understands how organizations operate, and how to get them to the next level. This micro-credential focuses on core requirements for entrepreneurial thinking and innovative design. By focusing on developing consulting skills and means of developing and furthering businesses, leaders gain valuable insights into expanding business through innovative and sustainable practices. This micro-credential is a must for individuals who wish to start their own consulting firms or who may serve in executive-level roles.	Intermediate	Business Administration	<ul style="list-style-type: none"><li>• Develop consulting skills and strategies</li><li>• Negotiation skills</li></ul>	BUSS 351; BUSS 362; BUSS 364	9 credits