



Management Information Systems 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.

Management Information Systems 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: Product design and branding, formulating the best Pricing techniques, selecting the best sales Place or location, and increasing sales through Promotion and best communications methods (conventional and social media).	Foundational	Management Information Systems	<ul style="list-style-type: none"> • Ability to design products and services • Ability to formulate the profitable sales pricing methods • Skill to select the best sales locations • Ability to promote and communicate products/services to consumers 	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	Management Information Systems	<ul style="list-style-type: none"> • Identifying and deciding marketing segmentation • Demonstrating various attributes of products • Examining market trends for different brands and different target groups 	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	Management Information Systems	<ul style="list-style-type: none"> • Develop market strategy • Develop sales strategy • Apply the 4 Ps and positioning strategies 	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

Value Creation through Innovation: Innovation and Entrepreneurship (VCI: IE)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
Students will develop an understanding of growing and expanding organizations by developing knowledge around design thinking, innovation cycle, business modeling, and funding practices.	Foundational	Management Information Systems	<ul style="list-style-type: none"> • Design thinking • Develop startup business models • Innovate cycle • Engage customers • Open innovation • Formulate funding for startups and big businesses 	BUSS 365; BUSS 366	6 credits

Value Creation through Innovation: Marketing Strategy for Entrepreneurs (VCI: MSE)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential introduces students to methods of identifying a potential customer, then moving them to techniques of market segmentation, positioning, closing deals, competition, market strategy, and expansion for newly innovated products and startup businesses. Modern digital marketing issues like onboarding, retention, experimental marketing, and pivoting will be covered.	Intermediate	Management Information Systems	<ul style="list-style-type: none"> • Maximizing customer bases • Market segmentation and positioning • Digital marketing • Experimental marketing 	BUSS 365; BUSS 366 And BUSS 373; or BUSS 419/519	9 credits

Value Creation through Innovation: Capstone Project (VCI: CP)

Description	Level	Domain	Skills Obtained	Associated Courses	Number of Credits Required to Earn
This micro-credential further develops the notion of value creation through innovation specialization. It covers technology base innovation and transformation, as well as how to spot and capitalize on unique and novel opportunities. In this project, students will utilize methods learned in innovation and entrepreneurship and marketing strategy for entrepreneurs and show mastery of them by creating a capstone project demonstrating when and how to utilize the method, in addition to what models and techniques are the best tools for innovation and value creation.	Advanced	Management Information Systems	<ul style="list-style-type: none"> • Demonstrate knowledge and judgement when and how to utilize the method, in addition to what models and techniques are the best tools for innovation and value creation 	BUSS 365; BUSS 366; BUSS 373; BUSS 374; BUSS 419/519	15 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	Management Information Systems	<ul style="list-style-type: none"> • Coding and programming skills in R, SAS, and analytical tools • Running linear and logistic regression and other multivariate statistical models 	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	Management Information Systems	<ul style="list-style-type: none"> • Using R, SAS and analytical tools to conduct linear and logistic regression, and other multivariate statistical models to real-world business scenarios • Making predictions and forecasting of uncertain labor and marketing events • Risk analysis • Customer segmentation and classifications • Value propositions 	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	Management Information Systems	<ul style="list-style-type: none"> • Applications of R, SAS and analytical tools to real-world business scenarios • Forecasting, predicting, and assessing risks using analytic tools • Further understanding costumers and value propositions • Data visualization for diverse audiences • Presenting analytics through data visualization 	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	Management Information Systems	<ul style="list-style-type: none"> • Application of Tableau tool to analyze data • Application of Tableau to create visualization and dashboard for storytelling helpful for making business decisions 	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	Management Information Systems	<ul style="list-style-type: none"> How to create, model, analyze and maximize values in accounting, operations and marketing Apply various qualitative and quantitative analytical tools for tactical operations and process improvement decisions 	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	Management Information Systems	<ul style="list-style-type: none"> DMAIC (Define, Measure, Analyze, Improve, and Control) process improvement cycle 	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"> Quantitative and qualitative methods associated with Six Sigma and Lean Management Applying data for lean operations 	
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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	Management Information Systems	<ul style="list-style-type: none"> Develop consulting skills and strategies Negotiation skills 	BUSS 351; BUSS 362; BUSS 364	9 credits