

Business Administration

Department Information

- **Program Director:**
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Barry Hall
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- **Department Web Site:**
www.ndsu.edu/mba (<http://www.ndsu.edu/mba/>)
- **Application Deadline:**
Applications are reviewed on a rolling admission basis for the intended or next available term.
- **Credential Offered:**
M.B.A.
- **Test Requirement:**
GMAT or GRE**
- **English Proficiency Requirements:**
TOEFL ibt 79; IELTS 6.5; Duolingo 105

Business Analytics Graduate Certificate

Description

The Business Analytics Graduate Certificate equips working professionals with methodologies and analytical tools needed to analyze data available in modern organizations. Participants will learn to use advanced spreadsheet functionality, dashboard visualization tools, and report generators for descriptive analytics to understand and report on historical data. In addition, participants will use data mining and other advanced methodologies for predictive and prescriptive analytics to understand future trends.

Curriculum

The certificate requires 8 credits of study, comprised of the following four courses.

Code	Title	Credits
MBA 751	Business Analytics Concepts	2
MBA 752	Business Analytics Strategy	2
MBA 753	Business Analytics Methods	2
MBA 722	Marketing Analytics and Customer Intelligence	2

Leadership and Managerial Skills Graduate Certificate

Description

The Leadership and Managerial Skills Graduate Certificate is designed to help participants improve their skills relating to decision making, communicating, negotiating, working in teams, and leading. In addition to learning theoretical aspects of these areas, the courses in the certificate also provide opportunities for students to improve their “soft skills” relating to working with other people and organizations.

Curriculum

The certificate requires 8 credits of study, comprised of the following four courses.

Code	Title	Credits
MBA 731	Leading and Managing Teams	2
MBA 732	Managerial Leadership: Essential Competencies	2
MBA 733	Management Decision Making	2
MBA 734	Negotiations and Alternative Dispute Resolution	2

Digital Marketing and Innovation Graduate Certificate

Description

The Digital Marketing and Innovation Graduate Certificate advances participants' knowledge and skill in areas such as marketing strategy, communication, and customer intelligence. Students learn about such topics as new product development, strategy analysis, search engine optimization, marketing analytics, integrated marketing communications, various media vehicles, and much more.

Curriculum

The certificate requires 8 credits of study, comprised of the following four courses.

Code	Title	Credits
MBA 721	Creating and Marketing Innovations	2
MBA 722	Marketing Analytics and Customer Intelligence	2
MBA 723	Digital Marketing	2
MBA 724	Integrated Marketing Communications	2