

# CONSULTING, CERTIFICATE

The Consulting Certificate from the School of Business helps students develop a consultative process and mindset that integrates critical skills in the areas of project management, business communication, advanced analytics and/or strategy and technology. The Consulting Certificate will prepare students to seek answers to questions in order to define the problem, gather necessary data and information, convert the information into decisions, and successfully communicate that answer in a form appropriate to the audience. Upon completion of the certificate, students will understand how businesses operate, how to communicate successfully with others in business, and will be familiar with the concept of business goals and objectives. This perspective is central to the design and differentiation of our certificate. The goal of this certificate program is to be an add-on to any undergraduate major at UW-Madison so students can apply their major to the field of consulting.

## HOW TO GET IN

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The consulting certificate is open to UW-Madison undergraduate students. Space in the consulting certificate program is limited so an application is required to be accepted into the program. To find out more about the application process for this certificate, please visit the Undergraduate Certificate (<https://business.wisc.edu/undergraduate/certificates/>) page of the School of Business.

## REQUIREMENTS

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Code	Title	Credits
<b>Core</b>		
GEN BUS 370	Case Interview Analysis	1
OTM 452	Project Management	3
<b>Consulting Foundation</b>		<b>3</b>
Complete one course from the following:		
M H R 412	Management Consulting	
M H R 423	Strategic Management	
OTM 351	Business Process Improvement	
<b>Analytical Thinking</b>		<b>3</b>
Complete one course from the list below.		
<b>Additional Coursework</b>		<b>3</b>
Complete another Consulting Foundation, Analytical Thinking or Elective Course (listed below).		
<b>Total Credits</b>		<b>13</b>

### Analytical Thinking Course Options

Code	Title	Credits
ACCT I S 640	Foundation in Accounting Analytics	3
ACT SCI 655	Health Analytics	3

ISY E 412	Fundamentals of Industrial Data Analytics	3
ISY E 516	Introduction to Decision Analysis	3
ISY E 620	Simulation Modeling and Analysis	3
INFO SYS 423	Digital Platform Analytics	3
M H R 614	People Analytics	3
OTM 453	Operations Analytics	3
R M I 660	Risk Analytics and Behavioral Science	3

### Elective Course Options

Code	Title	Credits
INFO SYS 322	Introduction to Databases	3
ISY E 313	Engineering Economic Analysis	3
ISY E 515	Engineering Management of Continuous Process Improvement	3
ISY E 520	Quality Assurance Systems	3
ISY E 604	Special Topics in Manufacturing and Supply Chain Management	3
M H R 322 or M H R 422	Introduction to Entrepreneurship Advanced Entrepreneurship	3
M H R 401	Leading Teams	3
M H R 420	Leading Change in Organizations	3
M H R 628	Negotiations	3
OTM 351	Business Process Improvement	3
OTM/ MARKETNG 421	Fundamentals of Supply Chain Management	3
OTM/ MARKETNG 427	Information Technology in Supply Chains	3
OTM 451	Service Operations Management	3
R M I 650	Sustainability, Environmental and Social Risk Management	3
R M I 655	Risk Financing Techniques	3
R M I 670	Cyber Risk & Regulations	3

A minimum 3.0 GPA must be earned on all course work used to meet the requirements (13 credits) of the certificate program. All certificate credits must be earned in residence at UW-Madison.

## CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

## LEARNING OUTCOMES

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1. Apply critical thinking skills to complex real-world problems to develop strategies and make actionable recommendations to solve business issues based on a variety of important analytical tools and techniques.
2. Develop case analysis skills in diagnosing business issues and managerial problems, propose workable solutions, and explain and defend solutions.

3. Apply and evaluate project management techniques, and have a basic understanding of the formal and informal tools available to manage time, resources, and stakeholders in executing a project.
4. Develop and practice aspects of successful communication: writing, presenting, and listening. A theoretical foundation provides a method of deep audience analysis; apply that analysis when producing a variety of written genres and when preparing content for formal presentation.

## ADVISING AND CAREERS

### **ADVISING AND CAREERS**

Students who have declared the Consulting Certificate will be assigned a School of Business academic advisor and career coach.