

# Business Essentials Graduate Certificate: Your Path Toward an Online MBA



## START YOUR PATH TOWARD AN ONLINE MBA

Set yourself up for success in the Purdue Daniels online MBA program by starting your journey with the Business Essentials Graduate Certificate. By starting with a certificate, you'll get a taste of online learning, troubleshoot challenges, and build the skills you'll need to finish your MBA. Plus — you'll gain an additional credential on your way to becoming an MBA graduate.

## WHY START WITH BUSINESS ESSENTIALS?

- Set a foundation for challenging MBA courses
- Explore time management skills required for online learning and effectively balance academic demands with personal professional responsibilities.
- Build skills you'll need as an MBA student
- Become a preferred MBA applicant with an GPA of at least 3.0 in the certificate program
- Count your credits toward your MBA program\*

\*Select courses apply toward online MBA requirements. Meet with your advisor to ensure you've designed your plan of study efficiently with your goals in mind.

## WHICH COURSES CAN I TAKE?

Select **nine credit hours** for your certificate and fulfill some requirements of the online MBA. Focus on core and foundational courses within the MBA curriculum that overlap with the Business Essentials Graduate Certificate options.

### Courses\*\*

- Marketing Management\*
- Microeconomics\*
- Strategic Design Project\*
- Accounting for Managers\*
- Business Analytics
- Macroeconomics
- Managing Behaviors in Organizations
- Financial Management
- Strategic Management
- IT Innovation & Competitive Advantage

\*Suggested course for the OMBA path. \*\*To view the complete list of available courses, visit [business.purdue.edu/non-degree/online-certificate-programs](http://business.purdue.edu/non-degree/online-certificate-programs)

**MORE INFORMATION**

Online Programs | 877.491.0224  
[purdue.university/business\\_essentials](http://purdue.university/business_essentials)