

Collat School of Business

Dean: Christopher L. Shook, Ph.D.¹

The Collat School of Business offers the following graduate programs:

Degree Programs

- Master of Accounting (M.Ac.)
- Master of Business Administration (M.B.A.)
- Master of Science in Management Information Systems (M.S.MIS) - Online only

Certificate Programs

- Graduate Certificate in Business Analytics
- Graduate Certificate in Cybersecurity Management
- Graduate Certificate in Information Technology
- Graduate Certificate in Social Media
- Graduate Certificate in Technology Commercialization and Entrepreneurship
- Graduate Certificate in Foundations of Business Administration

The Collat School of Business offers an engaging learning environment with classrooms extending well beyond the walls of the UAB campus. We meet the varying needs of our students by offering classes face-to-face, online, and in hybrid formats. Our unique location allows our faculty to integrate the practical experiences of the State's leading companies - from Fortune 500 corporations to entrepreneurial start-ups - into the programs we offer.

The Collat School of Business is accredited at the baccalaureate and master's level by AACSB International and holds separate AACSB International accreditation of the undergraduate and master's programs in accounting, an accomplishment held by less than 2% of business schools worldwide. AACSB International is the largest and longest standing specialized accrediting agency for business and accounting programs in the world and represents the highest standard of achievement.

Mission Statement

At Collat, we prepare students for success as leaders and professionals, in Birmingham and beyond, using a balanced approach to teaching, research and service.

Vision Statement

Collat is known for innovative programs, impactful scholarship and transformative service.

Shared Values

- **Integrity** – We act ethically and do what is right.
- **Respect** – We treat others with courtesy and civility.
- **Diversity and inclusiveness** – Everybody counts every day. We actively seek varied perspectives in our decision-making.

- **Collaboration** – We trust each other and work cooperatively across disciplinary boundaries in the spirit of shared governance.
- **Excellence and achievement** – We constantly innovate, solve problems and improve ourselves and others through learning.
- **Stewardship** – Fiscal and environmental sustainability guide our decisions.
- **Accountability** – We are answerable to each other and act with the best interests of the university in mind.

¹ For an additional comprehensive list of faculty, please view the following link:
<https://www.uab.edu/business/home/people/faculty>

Business Analytics with Information Technology (IT) Certificate Program

Purpose

The objective of the Graduate Certificate in Business Analytics with Information Technology (IT) is to help working professionals advance in their careers by improving understanding about how analytics plays a strategic role in the modern organizational environment. The emphasis of this certificate program is on the application of IT tools for business analytics and its alignment with organizational strategy, data-driven decision-making, and the visualization of data analysis for presentation to key organizational stakeholders. Students will gain understanding of fundamental analytics concepts, the process of extracting, transforming, and loading data from a variety of sources into manageable datamarts that can be used for analysis by organizations, and the use of IT tools in the analytics field.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Business Analytics with Information Technology (IT) Certificate Program

Requirements		Hours
GPA Requirement		
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.		
Certificate Courses		
IS 608	Desktop Analytics with IT Tools	3
or MBA 610		
IS 617	Artificial Intelligence and Machine Learning	3
IS 619	Text Mining & LLMs	3

IS 651	Data Management & SQL for Analytics	3
IS 652	Data Visualization for Business	3
Total Hours		15

Students who have previously taken equivalent courses from a regionally accredited, AACSB institution may receive transfer credit towards the graduate certificate program with a grade of 3.0 (i.e., B) or better. Up to 6 credits may be transferred into the graduate certificate program with the approval of the program director.

Benefits

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities within the field of business analytics. Earning a Business Analytics with IT Certificate differentiates students in a competitive hiring environment.

Cybersecurity Management Certificate Program

Purpose

The objective of the Graduate Certificate in Cybersecurity Management is to help working professionals advance in their careers by improving understanding about the field of cybersecurity and the role security plays in the modern organizational environment. The emphasis of this certificate program is on the managerial aspects of cybersecurity, including security strategy and planning, policy development, risk and vulnerability assessment and management, and managing under uncertainty during security incidents.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Cybersecurity Management Certificate Program

Requirements		Hours
GPA Requirement		
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.		
Certificate Courses		
IS 607	Introduction to Cybersecurity	3
IS 613	Information Security Risk Management	3
IS 644	Digital Forensics	3
IS 620	Cyber Attacks and Threat Mitigation	3
IS 621	Incident Response and Business Continuity	3
Total Hours		15

Students who have previously taken equivalent courses from a regionally accredited, AACSB institution may receive transfer credit towards the graduate certificate program with a grade of 3.0 (i.e., B) or better. Up to 6

credits may be transferred into the graduate certificate program with the approval of the program director.

Benefits

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities within the field of cybersecurity. Earning a Cybersecurity Management Certificate differentiates students in a competitive hiring environment.

Digital Marketing Certificate Program

Purpose

The Digital Marketing Certificate provides a comprehensive view of digital communication tools and their role in the larger sphere of Integrated Marketing Communications (IMC). IMC uses both traditional communication tools (e.g. media advertising, public relations, direct marketing, etc.) along with emerging digital communication tools to create a rich and seamless consumer experience across various media channels.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Digital Marketing Certificate Program

Requirements		Hours
MBA 655	Digital Marketing Strategy	3
MBA 656	Integrated Marketing Communications Practicum	3
MBA 657	Digital Marketing Topics	3
MBA 653	Marketing Analysis and Decision Making	3
or MBA 650		
or other graduate level Marketing elective approved by Program Director		3
Total Hours		15

Benefits

This certificate can help you enter the field of digital marketing or expand in your current role in traditional marketing. Enhance your resume and skillset with hands-on experience in digital marketing. This certificate prepares individuals for careers in marketing such as marketing specialist, marketing manager, advertising manager or marketing research analyst.

Foundations of Business Administration Certificate Program

Purpose

The Certificate in Foundations of Business Administration provides the fundamental tools for success in business administration. It affords students the opportunity to acquire these skills in a five course (15 credit hours) format and the ability to complete the certificate in one calendar year if taken on a part-time basis. This certificate will appeal to students who need knowledge of the basic business disciplines without the commitment of time and resources required by the MBA degree.

This program will also appeal to employers who want a graduate-level certificate learning experience to enhance the skill sets of valued employees at a reduced cost within a one-year time frame.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or holds a current graduate degree).

The certificate will require the successful completion of 15 credit hours and a cumulative grade point of average of 3.0 or better.

Applicants should be quantitatively proficient with the ability to analyze and interpret numerical information. All entering students must prove competency in fundamental mathematical operations by passing a proficiency quiz upon admission to the program. For students who need a refresher before taking the quiz, study materials will be available via an online platform. Study materials and quiz are provided at no cost.

More information about this can be found on the Collat School of Business website.

Foundations of Business Administration Certificate Program

Requirements	Hours
Certificate Program Core Courses	
Certificate Program Elective Courses (select one)	3
Total Hours	3

Information Technology (IT) Operations and Strategy Certificate Program

Purpose

The objective of the Graduate Certificate in Information Technology (IT) Operations and Strategy is to help working professionals advance in their careers by improving their understanding of the operational and strategic roles of technology in organizations today. The emphasis of this certificate program is on the managerial application of technology in business and its alignment with organizational strategy, key stakeholders, and the translation of strategy into operational activities. Students will gain an understanding of managing projects and cyber security,

leveraging IT to gain competitive advantage, making data-driven decisions, and analyzing the use cases for emerging technologies.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MIS admissions).

The certificate will require the successful completion of 15 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Information Technology (IT) Operations and Strategy Certificate Program

Requirements	Hours
GPA Requirement	
A cumulative GPA of 3.0 or greater is required to successfully complete the certificate program.	
Certificate Courses	
IS 607 Introduction to Cybersecurity	3
IS 611 Information Technology and Business Strategy	3
IS 618 IT Project Management	3
IS 650 Artificial Intelligence Strategy	3
IS 660 Emerging IT Trends & Technologies	3
Total Hours	15

Students who have previously taken equivalent courses from a regionally accredited, AACSB institution may receive transfer credit towards the graduate certificate program with a grade of 3.0 (i.e., B) or better. Up to 6 credits may be transferred into the graduate certificate program with the approval of the program director.

Benefits

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities within the field of information technology. Earning an IT Operations and Strategy Certificate differentiates students in a competitive hiring environment.

Social Media Certificate Program

Purpose

The purpose of the Graduate Certificate in Social Media is to help working professionals advance their knowledge and understanding of social media marketing. The emphasis of the certificate is on the application of social media tools, strategy, and analytics. Upon completion, students should have a better understanding of how social media fits into the broader context of business and marketing strategy.

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or meets the qualifications for graduate MBA admissions).

The certificate will require the successful completion of 12 credit hours (see 5 required courses below) and a cumulative grade point of average of 3.0 or better.

Certificate in Social Media

Requirements	Hours
MBA 616 Web Analytics	3
MBA 617 Data Science for Business	3
2 Social Media related courses approved by MBA Program Director	6
Total Hours	12

Benefits

Students who complete the Certificate in Social Media should have an advanced knowledge of social media strategy, analytics, tools, and tactics. Earning this certificate should differentiate students among their peers.

Technology Commercialization and Entrepreneurship Certificate Program

Purpose

The Graduate Certificate in Technology Entrepreneurship and Commercialization is designed for those interested in starting or working in a growth-focused, startup organization. The emphasis is on entrepreneurial thinking, identifying entrepreneurial opportunities, translating ideas into launchable business models and understanding the challenges of leading a startup organization. The program has a practical focus and utilizes current best practice in Entrepreneurship. No prior business coursework is required for this graduate certificate

Eligibility

The entry requirements for the graduate certificate will be the same as the requirements to be accepted as a non-degree seeking student in the School of Business Graduate School (completed undergraduate degree with a GPA of 3.0 or higher, and/or holds a current graduate degree.

The certificate will require the successful completion of 12 credit hours (see 4 required courses below) and a cumulative grade point of average of 3.0 or better.

Certificate in Technology Commercialization & Entrepreneurship

Requirements	Hours
MBA 673 Planning and Pitching a New Business Concept	3
MBA 681 From Idea to IPO	3
MBA 683 Leading Innovation	3
MBA 688 Special Topics in Management (Entrepreneurship focused class approved by advisor)	3
Total Hours	12

Benefits

This certificate serves as a credential for students wishing to gain further depth in their knowledge, skills, and abilities in the fields of innovation, entrepreneurship and the management of rapidly growing enterprises. Earning a Certificate in Technology Commercialization

and Entrepreneurship prepares students to start and manage startup companies as well as to lead innovation initiatives within established organizations.