

# Strategic Leadership and Team Effectiveness, Academic Certificate

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The Certificate in Strategic Leadership and Team Effectiveness provides students with advanced knowledge of organizational leadership, negotiation strategies, crisis communication, and the socio-political context of business. The certificate prepares professionals to lead teams, manage conflict, communicate effectively during crises, and navigate complex organizational environments. This certificate requires a total of 12 credit hours (4 courses). The courses are delivered completely online and in an 8-week format.

| Code                                                  | Title                          | Semester<br>Credit<br>Hours |
|-------------------------------------------------------|--------------------------------|-----------------------------|
| <b>Required Coursework</b>                            |                                |                             |
| Students choose 4 courses from the following options: |                                |                             |
| MGMT 5339                                             | Human Resource Management      | 3                           |
| MGMT 5370                                             | Leadership, Change & Innovat.  | 3                           |
| MKTG 5330                                             | Managing Socio-Political Envir | 3                           |
| MKTG 5350                                             | Crisis Communication & Manag.  | 3                           |
| MKTG 5310                                             | Negotiations                   | 3                           |
| <b>Total Semester Credit Hours</b>                    |                                | <b>15</b>                   |