



UNIVERSITY of NORTH CAROLINA WILMINGTON  
ENGLISH LANGUAGE CENTER

## *ONLINE CERTIFICATE IN* **BUSINESS & DATA ANALYTICS ESSENTIALS**

**JULY 1 – 29, 2020**

Change and uncertainty are a fundamental part of today's business environment. Being able to adapt quickly to changing circumstances, communicate clearly across cultures, and use data to make informed decisions are the skills employers are looking for today. Gain a competitive advantage by adding the UNCW Business & Data Analytics Essentials Certificate to your toolkit.

### **WHO IS THIS CERTIFICATE FOR?**

This certificate is designed for business and computer science students and professionals who would like to:

- Sharpen professional communication skills and increase cultural awareness to communicate confidently in a business environment;
- Increase understanding of U.S. and global business models;
- Enhance planning, forecasting and decision-making skills by examining basic principles of predictive analytics;
- Gain perspectives on how businesses across the world are adapting to the changing business environment in a post-pandemic world.



### **HIGHLIGHTS**

- **100% ONLINE**
- **40 CONTACT HOURS**
- **HANDS-ON PROJECTS AND CASE STUDIES**
- **LECTURES DELIVERED BY DISTINGUISHED UNCW FACULTY**



**APPLY NOW AT [UNCW.EDU/INTERNATIONAL/ELC](https://uncw.edu/international/elc)**



# CURRICULUM

## Professional Communication

(3 hrs./week)

In this course, students will practice English language skills required to communicate effectively and confidently in a professional setting. Students will learn and practice business-specific vocabulary and idioms and improve their understanding of nuances of expression.

## American Business Culture

(3 hrs./week)

This interactive, hands-on course focuses on developing awareness of American business etiquette, intercultural communication and critical thinking skills through case studies.

## Business in the U.S. (2 hrs./week)

In this discussion-based course, student will learn about business practices of some of the most successful American companies.

## Lecture Series (2 hrs./week):

Globalization and Business  
The Basics of Crisis Management  
Foundations of Business Strategy  
Principles of Digital Communication  
Data Analytics Tools for Business  
Fundamentals of Data Modeling  
Managing Big Data  
Data-Driven Decision Making

*\* 1 academic hour is 50 minutes*

## PROGRAM COST

**PROGRAM FEE - \$1,000**

**APPLICATION FEE - \$100**

**Priority Application Deadline: June 10**

**Deposit Deadline (\$500): June 17**

**Full Payment Due: July 3**

**Questions?  
Email [elc@uncw.edu](mailto:elc@uncw.edu)**