# EXPLORE

**Professional
Certificates**

# PROFESSIONAL CERTIFICATE

## CERTIFICATE PROGRAM

**The Mini-MBA Certificate of Business Administration and Analytics**

**Certificate of Business Administration and Analytics**

**Certificate of General Management for Business Excellence**

**Certificate of Global Leadership and Innovation**

**Certificate of UI & UX Design**

## SHORT-TERM CERTIFICATE PROGRAM

**BUSINESS MANAGEMENT**
- **Marketing and Analytics**
- **Financial Management & Analysis**
- **Advanced Financial Analytics: Investment**
- **Accounting**
- **Advanced Accounting**
- **Strategic Management for Transformational Growth**
- **Advanced Program in Strategic Project Management**
- **Business Analytics (PAMS)**
- **Digital Accounting (PAMS)**
- **Learn Six Sigma Greenbelt (PAMS)**
- **Smart Marketing (PAMS)**

**SOFTWARE, INFORMATION TECHNOLOGY, COMPUTER SCIENCE**
- **Data Science with Python Program**
- **Machine Learning**
- **Data Analysis and Visualization Foundations**
- **Advanced Data Science & Machine Learning**
- **AI in the Era of Digital Transformation (PAMS)**
- **Data Visualization (PAMS)**

**LEADERSHIP, INNOVATION**
- **Leadership and Teamwork**
- **Design Thinking and Innovation**
- **Leadership and People**
- **Management : HR & Organization**
- **Entrepreneurial Leadership (PAMS)**

**EBS GREAT MINDS LECTURE SERIES - INTERNATIONAL STUDIES**
- **Global Leadership via Art-related World-Leader**
- **International Cooperation**
- **International Trade, Finance & Management**
- **Global Citizenship & Sustainable Development**
- **Global Management**
- **Economics in International Affairs**

# CERTIFICATE PROGRAM

| CERTIFICATE NAME | REQUIRES COURSES | DURATION (2H/W) |
|---|---|---|
| The Mini-MBA Certificate of Business Administration and Analytics | • Design Thinking Process<br>• Financial Accounting<br>• Investment Theory<br>• Principles of Marketing<br>• People and Organization<br>• Consulting Process 1<br>• Consulting Process 2 | 15 weeks each |
| Certificate of Business Administration and Analytics | • Introduction to Accounting<br>• Introduction to Financial Management<br>• Principles of marketing<br>• Leadership and Teamwork<br>• Design Thinking Porcess | |
| Certificate of General Management for Business Excellence | • Design Thinking Process<br>• People and Organization<br>• Consulting Process 1<br>• Consulting Process 2 | |
| Certificate of Global Leadership and Innovation | • Moral, Ethical and Social Responsibility<br>• Diversity and Global Citizenship<br>• Design Thinking Process<br>• Leadership and Teamwork<br>• People and Organization | |
| Certificate of UI & UX Design | • Communication of UI/UX and People<br>• User Experience Design and Developement | |

# SHORT-TERM CERTIFICATE PROGRAM

## BUSINESS MANAGEMENT

| CERTIFICATE NAME | OVERVIEW | DURATION (2H/W) |
|---|---|---|
| Marketing and Analytics | • Gain a comprehensive understanding of fundamental marketing concepts<br>• and principles.<br>• Explore the role of marketing in business and society.<br>• Learn to develop a comprehensive marketing plan.<br>• Learn to analyze and interpret marketing data for decision-making.<br>• Apply theoretical concepts to real-world marketing situations through Case Study. | 8 weeks each |
| Financial Management & Analysis | • Learn how to apply financial models to the valuation of stocks and bonds, and corporate investments.<br>• The course also lays foundation for more advanced finance courses such as corporate finance, investments or financial derivatives. | |

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| Advanced Financial Analytics: Investment | • Understand and apply key investment concepts such as risk and return, diversification, and asset allocation.<br>• Analyze and value various investment instruments, including stocks, bonds, and options.<br>• Explore the principles of market efficiency and behavioral finance in investment decision-making.<br>• Develop critical thinking and decision -making skills through real-world case studies and portfolio simulation. |
| Accounting | • Understand the financial accounting conceptual system, the basic structure of the accounting system, and accounting equation.<br>• Learn accounting cycle processes such as identification of economic transactions, journalizing and posting, preparation of trial balance, and closing accounts.<br>• Understand each major accounting subject of assets, liabilities, equity, revenue, and expenses.<br>• Develop the ability to analyze Financial accounting information.<br>• Understand the concept of accrual accounting. |
| Advanced Accounting | • Understand major elements of assets, liabilities, equity, revenue, and expenses.<br>• Learn how to account for cost of goods sold, depreciation & amortization, shareholders' equity, and cashflows.<br>• Understand how to interpret accounting information form financial statements.<br>• Learn how to calculate and interpret major financial ratios.<br>• Learn how to analyze financial statements. |
| Strategic Management for Transformational Growth | • Comprehensive understanding of consultancy and its practices.<br>• Covers fundamentals and frameworks involved in the methodology and context of practical consulting project.<br>• Learn about Strategy thinking, Financial Analysis, Consulting Methodology. |
| Advanced Program in Strategic Project Management | • Understand the basics of project management within a consulting context, including scoping, planning, execution, and monitoring of consulting projects.<br>• Data Analysis and Interpretation: Learn how to gather, analyze, and interpret relevant data to make informed recommendations and decisions for clients.<br>• Team Collaboration: Develop teamwork and collaboration skills necessary for working effectively with diverse teams, both within the consulting firm and alongside client personnel.<br>• Case Studies and Practical Application: Engage in real-world case studies and practical simulations to apply consulting theories and frameworks in realistic scenarios, bridging theory with hands-on experience. |

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| Business Analytics (PAMS) | • Learning to use data for problem solving, optimization and decision making through the essential data analytics methodologies, including descriptive and predictive analytics, as well as optimal solution selection strategies.<br>• Analyzing real-world case studies using Python and Excel software packages.<br>• Proposing business improvements based on effective and practical data analysis.<br>• Learning to use big data effectively in reports Learning from, and interacting directly with, industry-based guest speaker. | 15 weeks |
| Digital Accounting (PAMS) | • The mechanics of the digital economy<br>• Accounting technology<br>• Digital technologies in accounting<br>• Ethical issues surrounding digital business and accounting<br>• Developing accounting standards to keep up with dynamic change<br>• Financial and fraud auditing<br>• Government and public sector accounting<br>• Managerial accounting<br>• Sustainable development and environmental accounting | 15 weeks (3h/w) |
| Learn Six Sigma Greenbelt (PAMS) | • Process focused view<br>• Understanding Lean concepts & tools<br>• Theories in quality management<br>• Six Sigma concepts and tools<br>• The Lean Six Sigma approach | 15 weeks |
| Smart Marketing (PAMS) | • Learn the basic concepts of SMART marketing, and uses an integrated series of mini-examples to familiarize students with a digital mindset, essential to becoming a marketing scientist or researcher.<br>• Setting goals<br>• Operationalization and measurement<br>• Prediction<br>• Model specification<br>• Numerical computation | 8 weeks |

## SOFTWARE, INFORMATION TECHNOLOGY, COMPUTER SCIENCE

| CERTIFICATE NAME | OVERVIEW | DURATION (2H/W) |
|---|---|---|
| Data Science with Python Program | • Become familiar and use essential Python language features.<br>• Apply common techniques toward acquiring data from common data file formats.<br>• Understand and apply the coder's mindset towards solving problems<br>• and responding to errors.<br>• Apply accepted style standards to produce professional-level code.<br>• Develop a solid understanding of Python's strengths, the kinds of problems it is most used to solve, and the "Pythonic" way to solve them. | 8 weeks |

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| Machine Learning | • Develop theoretic and mathematic backgrounds for various machine learning algorithms.<br>• Train and test the state-of-art machine learning algorithms for the real-life applications.<br>• Practice hands-on CPU and GPU programing with Python language in Google Collaboratory platform.<br>• Study various approaches to enhance the efficiency of machine learning processing. | 8 weeks |
| Data Analysis and Visualization Foundations | • Introduction to Data Base<br>• Data Visualization | 8 weeks |
| Advanced Data Science & Machine Learning | • Object-oriented Design and Programming<br>• Introduction to Algorithms & Data Structure<br>• Introduction to Database<br>• Principles of Machine Learning | 15 weeks |
| AI in the Era of Digital Transformation (PAMS) | • Enable students to understand and take full advantage of the opportunities offered by the Fourth Industrial Revolution.<br>• The technologies and concepts detailed in this course will determine the course of human progress and business development for the next generation.<br>• The course culminates in the practical application of these concepts through an in-depth group assignment in which students work in cooperation with a real-world corporation to complete a professional business solution to an actual business brief, then present it to a panel of experts. | 15 weeks |
| Data Visualization (PAMS) | • Understanding the history of data visualization.<br>• Key design principles and techniques of visualizing data.<br>• Developing an understanding of the fundamentals of communication and alignment around concepts required for effective data presentation.<br>• Developing competency in the use of contemporary data visualization software.<br>• Project-based opportunities identifying, understanding, analyzing, preparing, and presenting effective visualizations. | 15 weeks (3h/w) |

## LEADERSHIP, INNOVATION

| CERTIFICATE NAME | OVERVIEW | DURATION (2H/W) |
|---|---|---|
| Leadership and Teamwork | • Develop student knowledge of leadership and teamwork while developing a capacity to interpret and evaluate basic concepts of leadership.<br>• Explore one's strengths, values, and ways of being as a leader and follower.<br>• Understand the complexity of leadership in organizations that are made of many intersecting groups.<br>• Recognize the nature of a changing environment and understand the need for adaptive skills with a strong sense of personal responsibility. | 8 weeks |

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| Design Thinking and Innovation | • Examine design thinking concepts and principles and to practice the methods, processes, and tools of design thinking.<br>• Analyze the role of primary and secondary research in the discovery stage of design thinking.<br>• Includes applying the design thinking approach and model to real world situations.<br>• Using the design thinking process, innovative ideas can be developed and tested through a fast-repetitive cycle.<br>• Develop a strong understanding of the design process and how it can be applied in a variety of business settings. | 8 weeks |
| Leadership and People Management : HR & Organization | • Define the causes and consequences of behavioral actions within organizations.<br>• Apply relevant contemporary theories, concepts and models in order to analyze organizational environments, cases and issues.<br>• Establish practical organizational workforce plans and practices, which aim to solve problems in alignment with organizational goals and objectives.<br>• Recognize the significant importance of human resources management to achieve strategic goals<br>• Understand the impact and value of workforce diversity and globalization in modern society<br>• Demonstrate comprehensive understanding of the strategic importance of HR practices. | 8 weeks |
| Entrepreneurial Leadership (PAMS) | • Acquire the essential fundamentals of management, in three key modules, as imagined by the most widely-known and influential management thinker of our age, Peter Drucker.<br>• Learn to manage yourself.<br>• Learn to manage a team.<br>• Learn to manage for opportunities outside of organizational boundaries.<br>• Recognize and utilize innovation.<br>• Hone your critical thinking in group discussions with shared learning outcomes | 15 weeks (3h/w) |

## EBS GREAT MINDS LECTURE SERIES - INTERNATIONAL STUDIES

| CERTIFICATE NAME | REQUIRED COURSES | DURATION (2H/W) |
|---|---|---|
| Global Leadership via Art-related World-Leader | • The Journey to Architectural Greatness<br>• Classical Music from Conductor's Stand<br>• The Musings of a Novelist<br>• The World in a Snapshot<br>• The True Value of a Meal<br>• Movies from the Future<br>• The Paper Architect | 8 weeks |

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| International Cooperation | • The World of Photojournalism<br>• Unfolding the Myth of the Elite<br>• Democracy Reboot<br>• Sustainable Development<br>• A Subhuman Existence<br>• The Enigma of Inequality<br>• A Declaration of Food Sovereignty | |
| International Trade, Finance & Management | • U.S-China Hegemonic War<br>• History of Free Trade<br>• The Global Trade War<br>• Platform Companies: Empires with Secrets<br>• The Entrepreneurial State<br>• What Makes a City Successful<br>• Free Trade and the Enemies of Globalization | |
| Global Citizenship & Sustainable Development | • The World of Photojournalism<br>• Unfolding the Myth of the Elite<br>• Democracy Reboot<br>• Sustainable Development<br>• A Subhuman Existence<br>• The Enigma of Inequality<br>• A Declaration of Food Sovereignty | 8 weeks each |
| Global Management | • Behind the Success of Silicon Valley<br>• The Rise and Fall of Big Tech<br>• Living Well Until 100<br>• The Art of Fragrance<br>• The Art of Circus<br>• America's Addition to Big Business<br>• Will Technology Save Us?<br>• How to Survive in the Era of AI<br>• From Inventor to Entrepreneur | |
| Economics in International Affairs | • How We Fell<br>• The World Economy Post-COVID<br>• The Power of Money<br>• The Psychology of Money<br>• Why Nations Fail<br>• Universal Basic Income: Antidote or Poison?<br>• How to Save Humanity: The Economy of Life<br>• Everything You need to know about Economics | |