

UNDERGRADUATE CERTIFICATE IN BUSINESS NEGOTIATION AND COMMUNICATION

The Undergraduate Certificate in Business Negotiation and Communication provides an educational opportunity that is narrower in scope, and shorter in duration, than a degree program. The certificate is ideal for students to acquire the skills needed to gain support for ideas, influence the outcome of negotiations, and successfully implement solutions in today's business world.

Code	Title	Hours
Undergraduate Certificate in Business Negotiation and Communication		
Required Courses		
BUAD 4321	Advanced Business Project Design and Presentation ¹	3
BUAD 4325	Negotiation in Business	3
Prescribed Electives		
Select two courses from the following:		6
BUAD 3336	Successful Workplace Relations	
BUAD 3337	Artificial Intelligence for Business Communication ²	
BUAD 3340	Visualized Messaging in the Workplace ³	
BUAD 3380	Ethics for Business Executives	
Total Hours		12

¹ Prerequisite: BUAD 2321 or 60 credit hours.

² Prerequisite: BUAD 3335.

³ Prerequisite: MGIS 1305 or CSTE 1330.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The Undergraduate Certificate in Business Negotiation and Communication is designed to provide graduates with the following marketable skills:

- Negotiate to obtain favorable agreements, garner support, close deals, and implement preferred solutions.
- Demonstrate verbal and non-verbal communication.
- Develop communication skills to foster trust and rapport with counterparts to facilitate ongoing collaboration and future business opportunities.
- Employ clear and concise expression.