

BUSINESS MANAGEMENT IN BIOTECHNOLOGY GRADUATE CERTIFICATE

Department website (<https://www.uwp.edu/learn/programs/appliedbioinformatics.cfm>)

The Business Management in Biotechnology Graduate Certificate is offered online collaboratively with UW-Green Bay, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-Stevens Point, and UW-Whitewater with administrative and financial support from Universities of Wisconsin Office of Online & Professional Learning Resources. It represents a fully online, asynchronous curriculum. The certificate will provide MS Applied Biotechnology program degree seeking students relevant training in marketing and commercialization strategies while exploring supply and distribution, sustainability, and project management in biotechnology from a global perspective. Areas of focus include pharmaceutical marketing, B2B marketing, and Six Sigma methodologies. The curriculum consists of three, three-credit, 100% online courses as part of the MS Applied Biotechnology degree program.

Certificate programs are designed to develop a particular expertise or set of skills. Graduate certificate programs will require a minimum of 8 graduate-level credits. For graduate certificates, at least 50% of the credits must be at the 700 level. At least 60% of the credits for the graduate certificates must be earned at UW-Parkside for program residency. Individual departments and programs may require more than 60% of the credits to be taken at UW Parkside.

Certificate programs should not be confused with certification or licensure programs which lead to certification by an outside agency.

Program Learning Outcomes

1. Graduates of the program will gain the core competencies required to manage functions across a wide range of biotechnology industries.

Program-Specific Policies

Requirements for the Graduate Certificate in Business Management in Biotechnology

The Business Management in Biotechnology Graduate Certificate is only available to students already admitted to the Master of Science in Applied Biotechnology program.

Code	Title	Credits
Required Courses		
ABT 750	Biotechnology Marketing and Entrepreneurship	3
ABT 755	Global Operations and Supply Chain Management	3
ABT 760	Quality and Project Management	3
Total Credits		9

University Requirements for Graduate Certificates

Graduate certificates are designed for students at one of the following levels:

- Students who have completed a baccalaureate or higher degree from a regionally accredited institution and are enrolled for graduate credit
- Students who are enrolled simultaneously in a graduate degree program

Students must meet the admission requirements of a degree seeking or non-degree seeking graduate student to be eligible to earn a graduate certificate. At least 75% of the credits must be earned after completion of a baccalaureate or higher degree and students must attain a GPA of 3.00 within the certificate courses.