

Certifications Enhance the Value of a Business Degree



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A professional certification can boost one's chances of landing a new job, getting a promotion, taking on new responsibilities at work and earning a higher salary.

Snagajob.com

Job postings give us a clearer picture of how much – and where – certifications matter in the real world of the labor market... it means something when employers do ask for them. Recent research demonstrates that employers are, if anything, becoming more specific about the skills they require in job posts.

Burning-glass.com

CAMPBELL'S PLAN

Micro credentials → Professional Certifications

- *PHASE 1* – External Company Pilot
- *PHASE 2* – Summer In-House Pilot
- *PHASE 3* – Business Core Classes
- *PHASE 4* – Professional Certifications
- *PHASE 5* – Exploring Affiliation

Outcomes & Goals

PHASE 1 – External Pilot

- GREENfig – Oregon Company -Offered virtual classes that resulted in badges (i.e. Marketo, Sales Force)



- Fall 2018 - They Provided instructor / We provided lab
- Classes met 2 nights a week and on Saturdays – (6 cr hrs)
- Good content but expensive – per student cost
- **OUTCOME: Decision to explore in-house program using LinkedIn Learning**

PHASE 2 – In-House Pilot

- **Summer 2019:** Dr. Ken Johnston – Summer Excel Class
 - Professor chose 11 LinkedIn Modules
 - Assigned as supplemental course work
 - No assessment except time spent in modules
- **Fall 2019:** Hired a MBA graduate assistant – combing 11 modules & creating 20-question quizzes for each module.
- **Professor's Choice:** Approve & decide how to administer quizzes



OUTCOME: Decision to review of core business courses

PHASE 3 – Core Bus Classes

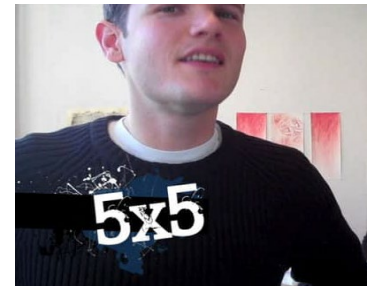
- Chose 5 core business courses :

Ac 201, Mg 301, Mk 301, Bus 211 (Stats) & Bus 316 (Data Analytics)

- Scanned LinkedIn Learning Modules for Business Courses

- Identified 5 modules for each course based on key topics from syllabus

- Modules will be embedded in the courses
- Each module will earn the student one badge



- ***Outcome: Campbell 5x5 Stack***



By Graduation each business student will have earned 25 badges or micro-credentials

PHASE 4 – Professional Certifications

- **Identifying professional certifications by major**
 - Accounting: CPA & CMA
 - Finance: CFA, Google Analytics
 - Management: SHRM- CP, Project Mgmt
 - Marketing: Marketo, Sales Force,
 - Creative Technologies: Rapid Prototyping, 3d Design
- **Exams Price Range:** Free to \$1,200 (Avg. \$425)
- **Funding:** Seeking to underwrite 2 per student

College Goal: 33% of all students achieving 2 professional level certifications by Fall 2021

PHASE 5 – Exploring Affiliation

- Offer professional certification exams on campus
 - ACT & SAT
 - GMAT & GRE
 - SHRM-CP, Google
- **Need: Secure Lab Space**
 - Cameras
 - Dedicated Computers
 - Trained Facilitators



Goals: Charge small fee – Underwrite Program

- Convenience to students
- Serve admissions – UG & MBA
- Serve local professional community



Thoughts, Questions and Reactions



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