

CONSULTING, CERTIFICATE

The Consulting Certificate from the School of Business helps students develop a consultative process and mindset that integrates critical skills in the areas of project management, business communication, advanced analytics and/or strategy and technology. The Consulting Certificate will prepare students to seek answers to questions in order to define the problem, gather necessary data and information, convert the information into decisions, and successfully communicate that answer in a form appropriate to the audience. Upon completion of the certificate, students will understand how businesses operate, how to communicate successfully with others in business, and will be familiar with the concept of business goals and objectives. This perspective is central to the design and differentiation of our certificate. The goal of this certificate program is to be an add-on to any undergraduate major at UW-Madison so students can apply their major to the field of consulting.