

edX Professional Certification Programs Available to AY2020-21 tadTalks Student Grant Winners

About tadTalks Student Grant Program: established in spring 2021 to (1) support the development of high-caliber and well-rounded graduate students, (2) sharpen the research and professional/career skills of top graduate researchers awarded into the program, and (3) enhance the overall graduate experience at Qatar University. Students awarded into the program enjoy a variety of training and professional development opportunities through top international universities and research entities as well as access to innovative research tools (where available). Beginning fall 2021, tadTalks Student Grant awardees are eligible to choose from a selection of edX professional certificate programs designed to enhance their professional skills and prepare them for success in the most in-demand careers.

About edX Professional Certificate Programs: A series of courses designed by industry leaders and top universities to build and enhance critical professional skills that allow individuals to stand out and succeed. These programs represent those edX certificates designed particularly to enhance general competencies needed for success across a variety of industries (i.e. innovation and entrepreneurship, communication, negotiation, creativity, leadership, enterprise, marketing). A complete list of available certificate programs is provided below.

To Register: Students awarded into the program in spring 2021 may select an edX Professional Certificate Program from the below list. Registration fees will be covered by the tadTalks Student Grant Program; however, students must register for a program by December 1, 2021 for eligibility.

*If a student is interested in registering for an edX certificate program not included in the below list, he/she may request approval from the Dean of Graduate Studies by submitting a request and justification to gls@qu.edu.qa

Option 1: Professional Certificate in Innovation and Entrepreneurship

- Expert instruction from The University of Maryland, College Park (UMD), University System of Maryland (USMx)
- 4 skill-building courses
- Self-paced
- Progress at your own speed
- 4 months
- 2 - 3 hours per week
- Price: \$536.40

What you will learn

- Identify entrepreneurial ideas with entrepreneurial thinking (entrepreneurial mindset, motivation, & behavior), seeing (industry condition, industry status, macroeconomic change, & competition) & acting (value innovation & opportunity identification).

- Create innovative business models to effectively design value propositions, assemble and lead a well-comprised team, pursue big ideas that really matter to customers, and craft a financial model that minimizes risks and maximizing your success.
- Explore the marketing of innovations by learning tactics to gather marketing research and customer intelligence, understanding the need for adopting a customer-orientation, and applying marketing strategies to dynamic environments.
- Build financing strategies with an understanding of short-term finance alternatives, capital structures, cost of capital, sources of entrepreneurial capital including angel investors and venture capitalists, and alternative sources of capital.

Program Overview

The Professional Certificate in Innovation and Entrepreneurship distills vast amounts of research in psychology, sociology, marketing, strategy, and finance into a practical how-to guide for aspiring and active startup entrepreneurs and corporate innovators. Our world-class, award-winning faculty present a whole new understanding of entrepreneurial ideas and actions. At its core, we present a powerful argument that anyone can be a successful startup entrepreneur or corporate innovator by thoughtfully examining themselves and the business opportunity. By harnessing these insights within our curriculum, we share how to create and transform your business ideas into new ventures that are lasting successes.

This experience is valuable for startup entrepreneurs and corporate innovators. Learners interested in developing and commercializing their own ideas into a product or service-based startup can do so in this Professional Certificate. For learners interested in acquiring the knowledge, competencies, and relationships to solve innovation challenges within established companies and organizations, this Professional Certificate is equally valuable.

Our innovation and entrepreneurship courses are designed to map the lifecycle of a new venture, with learners crafting their ideas throughout the four-course program. With an emphasis on actionable projects, learners can select and work on new business ideas or corporate ventures of their choosing, and apply the lessons learned to their own interests. This is valuable for for-profits, non-profits, social entrepreneurs, and government organizations.

The University of Maryland is a global leader in educating entrepreneurs and innovators, recently ranked as the #3 public university in this category by The Princeton Review. The team leading the Professional Certificate in Innovation and Entrepreneurship created and leads the Master of Professional Studies in Technology Entrepreneurship (the #1-ranked online master's program in entrepreneurship by BestColleges.com), the Innovation and Entrepreneurship Living-Learning Program (Winner of the Outstanding Specialty Entrepreneurship Program of the Year by the United States Association for Small Business and Entrepreneurship), and over 20 courses in Innovation and Entrepreneurship serving over 5,000 full-time University of Maryland students annually.

More Info: <https://www.edx.org/professional-certificate/usmx-innovation-and-entrepreneurship>

Option 2: Professional Certificate in Re-Imagining Leadership

- Expert instruction from The University of Maryland, College Park (UMD), University System of Maryland (USMx)
- 6 skill-building courses
- Self-paced
- Progress at your own speed
- 8 months
- 2 - 3 hours per week
- Price: \$1,074.60

What you will learn

- Learn how to better deploy your technical skills
- Develop yourself for future leaders roles with greater power skills
- Learn how to optimize yourself and team members using strengths and emotional intelligence
- Improve risk management through better communications and conflict
- Make better decisions with lasting impact regardless of your position in the company

Program Overview

Our education and professional experiences focus on technical, how to do it, skills. So, we progress from doer to manager to leader, primarily based on our technical competencies. This model of promotion has been in use for decades, but it is now obsolete. Few of us intentionally learn soft skills along the way, finding ourselves a bit overwhelmed when asked to work in complex teams or to assume a managerial or leadership role.

Employers have recognized the value of personality type, adaptability and flexibility in responding to change, emotional intelligence, trust, psychological safety, conflict management and the ability to manage time, stress and energy to meet organizational needs. None of these are technical skills. They are the soft skills, probably the most difficult skills to assess and learn – but critical to professional, and life, success. In fact, they are now being renamed Power Skills. Do you have what you need to succeed?

This certificate offers an extraordinary opportunity to spend some quality time with yourself to assess your current level of soft skills, clearly define your core self, and build soft skills which are essential to professional, not to mention life, success.

In this certificate program, you will consider what makes a positive workplace where people can do their best; assess who you are now and set goals for who you'd like to become, emotions and emotional intelligence, strengths, personality type, and values-based decision-making, a key to critical thinking. In the second certificate in this series, you will have the opportunity to consider time/stress/energy management, thinking style, psychological capital, approach to change, conflict styles and methods, and communication styles and methods. Make the commitment now to invest in your personal and professional development.

Become the person you are meant to be. Become the person ready to take the next step with all the right power skills.

How will this happen? An APPLE a day...The courses in this certificate use the APPLE model to help you become your best self.

- **Assess:** You will start with validated self-assessments and explore benchmarked reports prepared just for you
- **Plan:** You will set personal development goals in SMART goal format
- **Prepare:** You will prioritize your goals and get ready to learn how to make change, using solid scientific research made practical
- **Learn:** You will develop your specific action plan and try out the change you want to make. Change is iterative so you'll learn how to make false starts and initial failures learning points.
- **Execute:** You will realize your SMART goals and bring new soft skills to your work and life. And, you'll have developed the skills to continue your self-development long after the course.

Key Program Content:

- Happiness at work -- modeling a great workplace
- Impact of Soft Skills, and the New Power Skills
- Current management skills assessment
- Being your best self through intentional change (APPLE Framework)
- Self-Awareness as a Foundation
- Personality type and how to use It
- Emotions and Emotional Intelligence
- Strengths-based management
- Values-based decision-making: Personal Values and Vision Statement
- Intelligent Disobedience: how to help your organization to well

More info: <https://www.edx.org/professional-certificate/usmx-re-imagining-leadership>

Option 3: Professional Certificate in Skills for Success

- Expert instruction from Fullbridge (FullbridgeX)
- 5 skill-building courses
- Self-paced
- Progress at your own speed
- 4 months
- 3 - 4 hours per week
- \$745 USD

What you will learn

- How to inventory your professional hard and soft skills and interests to build a career roadmap
- How to communicate and collaborate with colleagues

- How to approach complex workplace problems using problem-solving frameworks and design thinking principles to develop business intelligence and strategy
- How to enhance your analytical and communication skills through data mining and data sets to create more compelling insights through research, data analysis, and data visualization

Program Overview

What does it take to succeed in today's competitive job market? The workplace skills that employers value are changing, and most traditional education paths do not match employers' evolving needs. Applicants across industries and job types need more than just the standard credentials to get hired and be successful.

The five-course Fullbridge Career Development: Skills for Success is designed to help you build in-demand workplace competencies that will ensure you stand out as an applicant and employee. This self-paced program explores contemporary business fundamentals and helps you create a marketable personal brand. Through innovative and engaging online learning techniques, you will build and enhance the critical hard and soft skills that will help you stand out in your current or future profession.

Upon completion of the five courses, the Fullbridge Career Development: Skills for Success certificate will enhance your resume and tell the world that you are equipped with the skills to succeed in the new hyper-competitive workplace.

More info: <https://www.edx.org/professional-certificate/fullbridgex-skills-for-success>

Option 4: Professional Certificate in Digital Marketing Fundamentals

- Expert instruction from The University of Edinburgh (EdinburghX)
- 2 skill-building courses
- Self-paced
- Progress at your own speed
- 4 months
- 3 - 5 hours per week
- Price: \$313.20

What you will learn

- How marketing creates value and can influence perceptions, purchasing and loyalty
- How successful brands are developed and sustained using segmentation, targeting and positioning for effective and profitable marketing
- Conduct a competitor audit and analysis
- Understand why digital marketing matters today and changes in the digital landscape
- Develop your own digital marketing strategy

Program Overview

Digital marketing spend will reach \$146 billion by 2023 (Forrester US Digital Marketing Forecast 2018-2023). As the digital landscape grows and evolves, learn how to place your business at the forefront by designing a digital marketing strategy to achieve your business objectives.

This Professional Certificate will first introduce you to the role of marketing in a competitive marketplace and give you a good understanding of how to apply its principles to online marketing. Topics covered will include content marketing, e-commerce, user experience and web design, social media, search engine optimization (SEO)/pay-per-click (PPC) and many more.

You will develop an understanding of the impact of digitalization on businesses and learn how to take advantage of new technologies to succeed in the modern business world. You will learn how to apply your new knowledge to future marketing activities by developing your own unique digital marketing strategy and marketing plan capable of achieving a set of business objectives.

This program focuses on skills development. Learning from successful Edinburgh-based businesses, such as The List and Innis & Gunn, you will acquire new marketing and digital marketing skills, and you will gain confidence that you can apply them in any business setting.

Learners on the verified track will be assessed weekly through multiple-choice quizzes. To successfully complete the course and demonstrate you have achieved a sound understanding of digital marketing principles, you will need to achieve a minimum of 50% correct answers in the multiple-choice questions.

This program is aimed at business owners, start-ups or those pursuing a career in digital marketing. It is also suitable for those who wish to learn about marketing and its application in a digital environment. At the end of the certificate, you will have a digital marketing strategy, which you can apply to your business or use as part of your career portfolio. You might be a business owner or entrepreneur looking to upskill or reskill in marketing techniques, or new to the business world with a need to acquire the relevant digital marketing skills. This program is for you, if you want to learn how to set enterprise apart!

More info: <https://www.edx.org/professional-certificate/edinburghx-digital-marketing-fundamentals>

Option 5: Professional Certificate in Entrepreneurial Mindset and Leadership

- Expert instruction from Babson College (BabsonX)
- 4 skill-building courses
- Self-paced
- Progress at your own speed
- 5 months
- 4 - 6 hours per week
- Price: \$581.40

What you will learn

- The Entrepreneurial Thought and Action® methodology and how to apply it to opportunities of all kinds - both new ventures and innovation in existing organizations.
- Leadership and entrepreneurial skills needed to develop and implement social innovation initiatives, including strategic focus, engaging stakeholders, key measurements, and driving innovation to bring your organization to the next level.

- A toolkit of key concepts, competencies, and practices that will enable you to lead with your entrepreneurial mindset.
- Operational skills in risk management and common challenges related to starting a new business, and how to launch successfully.
- Specific behaviors for developing - and using - an entrepreneurial leadership mindset to motivate, mobilize and influence others as a positive change maker in an organization.

Program Overview

The Entrepreneurial Mindset and Leadership Professional Certificate program will prepare you to create economic and social value in your organization. Whether you are a change maker in your organization or starting a company, these courses in leadership and growth will stimulate your thinking and acting potential.

This certificate program is built from four courses that will help you develop skill sets in recognizing opportunities, leveraging your resources and understanding the context of your work with innovative thinking. This series of courses will prepare you to innovate within your organization or start your own company!

This certificate is aimed toward the working professional who wants to apply entrepreneurial thinking and methodology within their current organization or toward a new venture.

More info: <https://www.edx.org/professional-certificate/babsonx-entrepreneurial-mindset-and-leadership>

Option 6: Professional Certificate in Leading Innovation with Vijay Govindarajan

- Expert instruction from Dartmouth College (DartmouthX)
- 2 skill-building courses
- Self-paced
- Progress at your own speed
- 2 months
- 3 - 5 hours per week
- Price: \$358.20

What you will learn

- Why companies need to continuously innovate strategically
- How to identify weak signals, market discontinuities and non-linear shifts that shape the future evolution of an industry
- How to execute breakthrough innovation strategies
- How can firms build the requisite organizational DNA to create the future while managing the present

Program Overview

Vijay Govindarajan, known as VG, is a New York Times and Wall Street Journal Best Selling author, Coxie Distinguished Professor at Dartmouth's Tuck School of Business, two-time winner of the prestigious McKinsey Award for the Best Article published in Harvard Business Review, and one of the world's leading experts on strategy and innovation.

VG brings his expert knowledge to this Professional Certificate program, which will introduce you to the Three Box framework, which has the potential to transform the future of any organization that embraces it – whether it's a large enterprise, a mid-size business, a start up, or a nonprofit organization.

The Three Box framework is a simple and proven method that allows organizations to successfully allocate an organization's energy, time and resources across three boxes: Box 1 Manage the present: Managing the core business at peak efficiency Box 2 Selectively forget the past: Abandon ideas, practices, and attitudes that could inhibit innovation Box 3 Create the future: Develop and convert breakthrough ideas into new products and businesses

The Three Box framework makes leading innovation within your organization easier. VG has worked with CEOs and top management teams in more than 25% of the Fortune 500 firms, including Boeing, Coca-Cola, FedEx, General Electric, IBM, J.P. Morgan Chase, Johnson & Johnson, The New York Times, Procter & Gamble, Sony, and Wal-Mart, to discuss, challenge, and escalate their thinking about strategy and innovation. VG's extensive research and consulting has resulted in the Best Seller The Three Box Solution: A Strategy for Leading Innovation, on which the two courses are based.

The content of these courses is relevant for a large corporation, a mid-size business, a startup or a nonprofit organization. Because innovation is a team sport, the Professional Certificate program is useful for individuals who intend to advance careers in R&D, Engineering, Manufacturing, Marketing, Sales, Service, Human Resources, Accounting, and Finance.

This is your opportunity to learn from the best and prepare your organization for success in the future.

More info: <https://www.edx.org/professional-certificate/dartmouthx-leading-innovation-with-vijay-govindarajan>

Option 7: Professional Certificate in Ethical Decision-Making for Global Managers

- Expert instruction from Georgetown University (GeorgetownX)
- 3 skill-building courses
- Self-paced
- Progress at your own speed
- 7 months
- 3 - 5 hours per week
- Price: \$375.30

What you will learn

- How to analyze real-world ethical dilemmas using multiple frameworks, considering many possible choices, and selecting a “best choice” options

- How to evaluate issues from the perspective of home and host government officials, corporate employees and managers, and civil society activists
- How to evaluate, test, and strengthen one’s personal decision-making processes
- How to apply analytical and policy development skills to coordinate international corporate social responsibility actions
- How to conduct ethical risk assessments for new corporate investments

Program Overview

Global managers face increasing pressures from governments and civil society groups to go beyond traditional business roles for the sake of the common good. Ethical issues of human rights, labor conditions, and environmental impacts can pose serious policy dilemmas that involve difficult value choices and management decisions.

Should foreign companies try to influence a country’s domestic political process on issues such as democratic elections, religious freedoms, the treatment of indigenous peoples, or the domestic allocation of tax revenue? Should large international retailers enforce ethical practices for their foreign suppliers, such as requiring a “living wage”? Do international marketing practices manipulate vulnerable consumers into making inappropriate purchases or enhance their free choice of products?

This program consists of three courses that analyze questions of business ethics using actual cases from around the world. Drawing on established theory and ethical principles, the courses use normative criteria to evaluate “best choice” options for real-world ethical decision-making. The courses also promote awareness of the complexities facing global decision makers caught between competing national laws or cultural practices.

More info: <https://www.edx.org/professional-certificate/georgetownx-ethical-decision-making-for-global-managers>

Option 8: Professional Certificate in the Science of Happiness at Work

- Expert instruction from University of California, Berkeley (BerkeleyX)
- 3 skill-building courses
- Self-paced
- Progress at your own speed
- 3 months
- 1 - 2 hours per week
- Price: \$537.30

What you will learn

- The research-based benefits of experiencing happiness at work, for both individuals and organizations as a whole
- How to evaluate the level of happiness in an organization
- Concrete strategies for boosting happiness and resilience to stress
- How to build more cooperative and collaborative workplace relationships

- How to lead with social and emotional intelligence

Program Overview

People who are happier at work are more committed to their organization, rise to positions of leadership more rapidly, are more productive and creative, and suffer fewer health problems. More and more, research is suggesting that happiness should not be an afterthought for workplaces; it should be an essential goal, entwined with the kinds of 21st century skills that are key to individual and organizational success today. But how can you increase happiness at work within yourself and across your organization?

In the Science of Happiness at Work Professional Certificate program, you will learn the hallmarks and benefits of a happy workplace, and you'll come away with concrete, research-based strategies you can implement—individually or in teams—to boost your own emotional well-being, support the well-being of colleagues and employees, and foster a workplace culture of happiness. All lessons in the program are based on the most up-to-date scientific research, particularly from the fields of psychology, business, and neuroscience.

Over its three courses, the program will explain why happiness matters for your workplace; offer specific practices for fostering positive emotions like gratitude; help you build resilience to stress, particularly through the practice of mindfulness; and teach the importance of positive, trusting, collaborative relationships at work, drawing on the skills of empathy and emotional intelligence. Woven throughout the courses will be special tips for workplace leaders, helping them understand how to build a positive organizational culture through socially intelligent leadership.

The program will be taught by expert faculty from UC Berkeley's Greater Good Science Center (GGSC), a leading authority on the science of happiness. They will build on insights from the GGSC's Science of Happiness MOOC, the global phenomenon that has brought this science to half a million students worldwide. This new program will zero in on the particular challenges—and opportunities—in bringing a greater sense of happiness and meaning to your life at work. Insights from leading scientific studies will be distilled into actionable lessons, and they will be brought to life by real-world case studies.

In completing this program, you'll not only be better equipped to identify the level of happiness within your organization and help colleagues understand why happiness is a worthwhile goal. You'll also be equipped to support engagement and productivity within your organization and strengthen your sense of belonging, purpose, meaning, and satisfaction—not only at the office but in your life as a whole.

More info: <https://www.edx.org/professional-certificate/berkeleyx-science-of-happiness-at-work>

Option 9: Professional Certificate in Applied Entrepreneurship: Scaling a Business for Success

- Expert instruction from University of Maryland Global Campus (UMGC), University System of Maryland (USMx)
- 2 skill-building courses
- Instructor-led
- Assignments and exams have specific due dates
- 3 months

- 2 - 3 hours per week
- \$298 USD

What you will learn

- Undertake a specific “design thinking” process to improve your business model
- Conduct market and competitor analysis
- Evaluate financial and staffing models
- Develop a plan for business evolution
- Apply ideation and innovation for sustainability
- Pitch your business evolution and compete for prize money

In this Professional Certificate program, you will learn the skills to assess your business model and plan for growth and sustainability. The biggest breakthroughs in scaling businesses have come from innovations in business models.

Is your business ready for the next level? Experienced entrepreneurs will offer you feedback about your plan to improve your business model, which could transform your company!

In these courses you will learn to solidify the basics and prepare for scaling your existing business.

You will answer some of the following questions:

Can you tweak your offering to improve your value proposition to your customer?

Do you have the right market fit?

Which channels will provide the biggest ROI?

Have you prepared to add resources or new processes to scale?

What innovations can you create or exist to evolve your business model and business?

Is there a key area that can be modified, scaled or automated to improve your efficiencies and grow your business?

Are you utilizing social media well?

Should you be outsourcing any functions/processes in the business?

Do you have the right mindset to scale your business?

Our course model is set up for your success. You will be challenged to think about where you want to go, what turning points await you, and how to utilize resources to accelerate your plans.

Starting a business is not always the hard part - it's sustaining the business with a growth mindset and seeing opportunities to accelerate growth.

This program will provide you with the tools to assess your business model, identify opportunities for innovation and evolution, create a plan and put it into action.

By earning the Applied Entrepreneurship Professional Certificate, you will have created a viable plan to evolve your business into a thriving venture.

Learn from two top professors in the field:

Mark Grovic, J.D., B.A.

Senior Advisor to University of Maryland Global Campus, Professor and Venture Capitalist in Residence at the R.H. Smith School of Business at the University of Maryland, Co-founder of New Markets Venture Partners, Bachelor of Arts (B.A.), University of California, Berkeley; Juris Doctor (J.D.), Georgetown University Law Center; Private Equity and Venture Capital Executive Program, Harvard Business School

Michele K. Masterfano, DBA

Adjunct Assistant Professor at the University of Maryland Global Campus, DBA in Marketing from Argosy University Sarasota, M.S. in Management Science from Lehigh University, B.A. in Liberal Arts from Pennsylvania State University. Seminar in Entrepreneurship Education, Babson College.

More info: <https://www.edx.org/professional-certificate/umgc-usmx-applied-entrepreneurship-scaling-a-business-for-success>

Option 10: Professional Certificate in Business Negotiations

- Expert instruction from Indiana University (IUx)
- 2 skill-building courses
- 4 months
- 4 - 6 hours per week
- Price: \$673.20

What you will learn

- The elements of a successful negotiation, including trust and rapport, comprehensive understanding of the transaction, and creative problem-solving.
- How to negotiate a complex transaction in a live, team-based, online setting, with the goal of achieving optimal results for you and your clients.
- How to handle unexpected developments in a business negotiation, such as conflicting objectives, cultural differences, and impasses.
- The role of political considerations in business negotiations.
- How well you are performing at each stage of the negotiation process through a series of scheduled debriefings.

Program Overview

People who achieve the highest levels of professional success have done so by mastering the art and science of negotiations. In this program, you will acquire the skills you need to become a skilled negotiator. Better yet, you will have the opportunity to apply those skills by actually negotiating a transaction.

In this program, you will work in online, real-time teams to negotiate a complex business transaction. This portion of the program consists of live interactive negotiation sessions with written follow-ups, culminating in a letter of intent. Throughout the process, you will address the numerous legal, business, social, ethical, and political issues that arise during a transaction. You will apply creative problem-solving as you and your team work with the other side toward a mutually beneficial result.

As a prerequisite to the actual negotiations, you will complete a self-paced class that explores the key elements of negotiating and structuring the transaction that you'll be working on. You will learn to analyze, strategize, negotiate, and draft, and to think holistically about a transaction. The prerequisite course may be taken as a stand-alone class, but you must complete it in order to enroll in the negotiations class.

The program is ideal for anyone who wants to become a better negotiator, including professionals and students at all levels in law, business, engineering, government, diplomatic service, or any other profession that engages in negotiations. Whether you are looking to hone your skills, or to practice what you've learned in a collaborative team setting, you will benefit from this stimulating and action-oriented program. In addition, the online setting for the negotiations presents an added benefit: because the COVID-19 pandemic has made online negotiations the new normal, it is more important than ever to become proficient at them.

More info: <https://www.edx.org/professional-certificate/iux-business-negotiations>

Option 11: Professional Certificate in Leadership Essentials

- Expert instruction from Rochester Institute of Technology (RITx)
- 3 skill-building courses
- Self-paced
- Progress at your own speed
- 2 months
- 4 - 6 hours per week
- Price: \$537.30

What you will learn

- Enhance and tailor written, verbal, and non-verbal communication to various workplace audiences, including managers, co-workers, direct reports, and clients.
- Improve critical thinking and listening skills to respond to the needs of various constituents in workplace settings.
- Develop skills in leadership, problem-solving, conflict management, and other critical group dynamics.

Program Overview

Essential leadership skills like decision-making, facilitating difficult conversations, and goal-setting all contribute to the emotional intelligence required for all levels of career success. In today's business environment, communication, collaboration, critical thinking, and problem-solving skills are integral to a leader's success in leading teams.

Ideal for new managers and requisite professional development for seasoned leaders, the Leadership Essentials Professional Certificate program focuses on essential skills employers value most, from communication in the workplace to strategic problem-solving.

In this program, you will learn about:

Active listening, written, and verbal communication in the workplace

Essential elements of collaboration and leading work groups and teams

Best practices for performing a strategic analysis of a problem in the workplace

More info: <https://www.edx.org/professional-certificate/ritx-leadership-essentials>

Option 12: Professional Certificate in Communication Skills

- Expert instruction from Rochester Institute of Technology (RITx)
- 3 skill-building courses
- Self-paced
- Progress at your own speed
- 2 months
- 4 - 6 hours per week
- Price: \$537.30

What you will learn

- How to craft messages and narratives that will resonate with your target audience to create your desired outcome.
- How to use simple tools and skills to prepare and deliver memorable presentations.
- How to use impactful images to enhance your presentation, communication, and messaging to impress your audience.

Program Overview

Everyone tells stories—that's how we build community and share ideas. However, we don't always communicate our story as effectively as we intend to.

Communication in the workplace may take the form of business writing, email communications, in-person discussions, non-verbal communication, public speaking, and even telling stories.

The Communication Skills Professional Certificate program focuses on effective business communication skills employers value most, from crafting a powerful story to creating impactful presentations and using tools for public speaking.

In this program, you will learn about:

The elements of effective stories and communication strategies, plus how to use them in the workplace.

How to use active listening and understand various communication styles to build rapport.

How to tailor your messaging to a defined target audience.

How to apply basic elements of the speech communication process.

How to craft a clear and impactful speech.

How to utilize best practices for presenting quantitative data using images.

How to incorporate basics of visual design with effective presentation skills.

More info: <https://www.edx.org/professional-certificate/ritx-communication-skills>

Option 13: Professional Certificate in Fundamentals of Project Management

- Expert instruction from University of Adelaide (AdelaideX)
- 2 skill-building courses
- Self-paced
- Progress at your own speed
- 3 months
- 2 - 3 hours per week
- Price: \$358.20

What you will learn

- Core knowledge and applied skills in project management.
- Essential communication skills to help you manage a project.
- An understanding of why today's projects are more complex.
- How the risk management process works as part of a compliance framework and how to use the framework to identify, assess and analyse risks in business.
- Design and integration strategies for reporting and communicating risks to various stakeholders.

Program Overview

The Fundamentals of Project Management Professional Certificate introduces the fundamental principles for you to manage a successful project – from small, do-it-yourself projects, to large-scale projects – across a range of industries and sectors.

Throughout your learning journey, you will apply project management methodologies to the key characteristics of a project life cycle. You will learn about the application of core principles through carefully considered scenarios with broad-ranging contexts. To get a deeper insight into the scope of project management, you'll share your experience and knowledge with other learners, learning from them as you go.

Upon completion of the first course, you'll then develop your knowledge, understanding and skills in project risk management. You will learn how to integrate the risk management process into your own business context by identifying, assessing and analyzing risk. You will complete your learning journey by developing a strategy for risk response, and how to monitor and review risk.

More info: <https://www.edx.org/professional-certificate/adelaidex-fundamentals-of-project-management>