

HUMAN RESOURCES MANAGEMENT AND ANALYTICS, GRADUATE CERTIFICATE

The Graduate Certificate in HR Management and Analytics is designed for Lubar College of Business and UWM graduate students and other professionals who desire graduate-level courses that focus on human resource management integrated with data analytics and AI capabilities. The certificate program is designed to provide students with specialized knowledge of talent management, employment law, leadership development, and predictive analytics and AI essential for leading in an array of HR and leadership roles in talent management which offer salary premiums and high career advancement potential.

The certificate program will prepare students to develop knowledge and skills in evidence-based HR strategies, data-driven talent management, workforce analytics, organizational change leadership, and the strategic integration of human capital with business objectives. Students who develop proficiency and skills in these highly sought after areas will be well-positioned to stand out when pursuing professional careers such as an HR Manager, HR Business Partner, People Analytics Leader, Talent Management Director, and other HR leadership roles.

The 15-credit certificate requires completion of courses in people-focused and analytics-focused areas such as HR, staffing, training and development, inclusive leadership, predictive analytics, artificial intelligence, or social media analytics. This flexible structure allows students to customize their certificate based on their career objectives while ensuring all graduates possess foundational competencies in HR management and analytical decision-making.

This program can be completed as a standalone certificate or in combination with a master's degree program. MBA and MS students can apply certificate coursework toward degree requirements where approved by their program, providing an efficient pathway to develop specialized HR credentials while completing graduate degrees.

Admission Requirements

Application Deadlines

Application deadlines vary by program, please review the application deadline chart (<http://uwm.edu/graduateschool/program-deadlines/>) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (<https://uwm.edu/onestop/dates-and-deadlines/>).

Application

- Admission to a graduate certificate program requires formal student application through the Graduate School admissions application (<https://uwm.edu/applygrad/>) system, including the required admissions application fee.
- Certificate programs will inform the Graduate School of their admission recommendation for an applicant. The final admission decision is made by the Graduate School.
- Early application to the certificate program is recommended; late application is possible, but may incur delays for certificate conferral related to time required for credit tracking.

- Applicants must possess a baccalaureate degree and have a minimum 2.75 cumulative undergraduate grade point average to be admitted into a certificate program.

Admission

Students currently enrolled in a UWM graduate program are eligible to earn the Graduate Certificate in HR Management and Analytics. Persons not currently enrolled must apply for admission to the Certificate and must possess, at a minimum, a bachelor's degree with an overall GPA of 2.75 or better.

Credits and Courses

Code	Title	Credits
Required Courses		
BUS ADM 738	Human Resource Management	3
BUSMGMT 706	Managing in a Dynamic Environment	3
HR Management Electives		
Choose any two courses from the list below:		6
BUS ADM 731	Leadership in Diversity and Inclusion	
BUSMGMT 715	Leadership, Team Building, and Effective Management	
BUS ADM 735	Staffing Organizations	
BUSMGMT 728	Training and Development in Organizations	
Analytics and AI Electives		
Choose any one course from the list below:		3
BUSMGMT 709	Predictive Analytics for Managers	
BUS ADM 745	Artificial Intelligence for Business	
BUS ADM 813	Social Media Analytics for Business	
Total Credits		15

Additional Requirements

Transfer Credit

No more than 20% of the required credits may be taken at an institution other than UWM. A maximum of one three-credit course from another AACSB-accredited graduate program may be transferred. These courses are subject to Graduate School transfer policy and must be approved by the certificate program director.

Grade Point Average Requirement

The overall GPA in the program must be 3.0 or above

Time Limit

The certificate must be completed within 3 years from initial enrollment date in the certificate program. Extensions may be granted in exceptional circumstances (medical leave, military deployment, family emergencies) upon petition to the Lubar MS Program Committee.

Articulation between Certificate and Degree Programs

Credits and courses required for the certificate may be able to be counted toward meeting UWM or Lubar College of Business graduate degree requirements subject to the following restrictions:

- Degree programs must approve the courses from certificates that can double-count toward the degree. Students should consult with their degree program advisor regarding which certificate courses satisfy degree requirements.

- All credits taken in completion of certificate requirements may count towards a UWM graduate degree as long as they do not contribute more than 90% of the total credits needed to obtain the degree. (Note: Students in Ph.D. programs must still complete the residency requirements.)
- Certificate courses used toward meeting degree requirements must be completed within the time limit for transfer credit as specified by the degree program and Graduate School policy.

HR Management and Analytics Graduate Certificate Learning Outcomes

Upon completion of the Graduate Certificate in HR Management and Analytics, students will be able to:

- Apply employment law principles to organizational decision-making, ensuring legal compliance and minimizing organizational risk in inclusive hiring, performance management, termination, and workplace policy development.
- Design evidence-based talent management systems aligned with organizational strategy and informed by workforce analytics.
- Apply statistical analysis, predictive modeling, and data visualization techniques to HR.
- Apply leadership principles and change management frameworks to guide HR initiatives.
- Apply Artificial Intelligence tools in HR Functions.