

HOW TO IMPROVE YOUR TOOLKIT:

CERTIFICATIONS, CREDENTIALS,
LICENSES, MEMBERSHIPS,
QUALIFICATIONS, AND DEGREES

ADVICE WITH A SLICE

Business Studies Faculty

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Why Get A Certification, Credential, License, Membership, Qualification, or Degree

- Demonstrates proficiency
- Demonstrates commitment
- Enhances employability
- Expands career opportunities
- Increases productivity and efficiency
- Boosts confidence

Lifelong Learning

Example Activities:

- **Developing a new skill:** (eg. cooking, programming, public speaking, etc)
- **Self-taught study:** (eg. learning a new language, researching a topic of interest, subscribing to a podcast)
- **Learning a new sport or activity:** (eg. Joining martial arts, learning to ski, or learning to exercise)
- **Learning to use a new technology:** (e.g. smart devices, new software applications, etc)
- **Acquiring new knowledge:** (e.g. taking a self-interest course via online or classroom-based course)

Lifelong Learning

■ Platforms

- *Coursera*
- *Udemy*
- *Udacity*
- *LinkedIn Learning*
- *Etc.*

■ Associations and Memberships

- *American Management Association*
- *American Marketing Association*
- *Society for Human Resource Professionals*
- *Business Professionals of America*
- *American Society for Quality*
- *Etc.*

Post Graduate Financial Certifications

- **Certified Public Accountant (CPA)**
 - *Focuses on financial accounting. Often preceded by a MAcc. Requires 150 hours of education to sit for the exam.*
- **Chartered Financial Analyst (CFA)**
 - *Verifies a financial professional's knowledge and abilities in portfolio management, economics, professional and ethical standards and investment analysis. May benefit those interested in jobs as equity analysts, fund or hedge fund managers, chief financial officers or senior finance managers. The CFA is earned in 3 steps and often takes a few years to finish. A MAcc usually gets step 1 while in the program.*
- **Certified Financial Planner (CFP)**
- **Financial Modeling & Valuation Analyst (FMVA)**
- **Financial Risk Manager (FRM)**
- **Certified Fraud Examiner (CFE)**
 - *Focuses on fraud detection and prevention*
- **Certified Internal Auditor (CIA)**
 - *Focuses on internal auditing (not public accounting)*
- **Certified Management Accountant (CMA)**
 - *Focuses on managerial accounting, two part proctored exam covering 12 areas.*

Project Management

- **APM – Associate in Project Management.**
Offered by The Global Association for Quality Management. Entry level certification aimed at those with little or no project management experience. Costs \$175 and requires an online course and an exam.
- **CAPM – Certified Associate in Project Management.**
Offered by the Project Management Institute. Good for people starting out in business and project management who want to demonstrate their commitment to the discipline. Requires demonstrating 20 hours of project management experience. Cost is about \$300 and requires sitting for an exam.
- **PMP – Project Management Professional.**
Offered by the Project Management Institute. Good for experienced business people (must be able to demonstrate 36 months of project management experience) who want to formalize their skills in this area. Cost is about \$500 and requires sitting for an exam.
- **PBI – Professional in Business Analysis.**
Offered by the Project Management Institute. A more advanced certification, good for people with business experience who want to demonstrate their commitment to specialization in their discipline. Requires 5 years of business experience. Cost is about \$500 and requires sitting for an exam.
- **RMP – Risk Management Professional.**
Offered by the Project Management Institute. A specialized certification, good for people with business experience who want to demonstrate their expertise in this discipline. Requires 3 years of risk management experience. Cost is about \$700 and requires sitting for an exam.

Data Analytics

- **Data Analytics Professional Certificate**
Offered by Google. Aimed at those with little or no data analytics knowledge or experience. Costs \$300 and requires completion of an online course and an exam through Coursera that takes about 6 months to complete.
- **Data Analyst Professional Certificate**
Offered by IBM. Aimed at those with little or no data analytics knowledge or experience. Costs \$300 and requires completion of eight (8) online courses and an exam through Coursera that take about 11 months to complete.
- **CAP – Certified Analytics Professional**
Offered by Certified Analytics Professional. Aimed at experienced data analysts wishing to demonstrate their expertise. Requires 3-7 years of analytics experience and completion of an exam.
- **GAIQ - Google Analytics Individual Qualification**
Offered by Google. Demonstrates proficiency in Google Analytics, web analytics, e-commerce, and web traffic. Requires an exam which is free and preparation can be done through free and low-cost online courses.
- **Power BI Data Analyst Associate**
Offered by Microsoft. Aimed at experienced data analysts who want to master Microsoft's Power BI. Exam costs is \$165 and online courses and instructor-led courses are available for preparation at a range of costs.
- **Tableau**
Analytics and visualization tool Series of proctored certifications at various levels. Costs starting at \$100.
- **Alteryx**
Analytics and visualization tool Free certifications available online.
- **AWS Certified Data Analytics**
Offered by Amazon. Aimed at experienced data analysts who want to master analytic solutions with Amazon Web Services. Exam costs is \$300 and online courses and instructor-led courses are available for preparation at a range of costs.

Microsoft Excel

- **Excel Associate**

Offered by Microsoft. For people wishing to demonstrate fundamental skills in Excel. Costs \$100 and generally requires about 100 hours of learning (paid, online or self-taught classes) and practice. Tests are offered by many testing centers in cities all over the county.

- **Excel Expert**

Offered by Microsoft. For advanced users who want to demonstrate proficiency at an advanced level with Excel. Costs \$100 and generally requires an additional 100-150 hours of learning (paid, online or self-taught classes) and practice. Tests are offered by many testing centers in cities all over the county.

Entrepreneurship

- **The Lean Startup Online Course**

Offered by Udemy. Free online course. Does not lead to any certification, but is a self-taught, self-paced online course teaching all the fundamentals of The Lean Startup.

- **How To Build A Startup Online Course**

Offered by Udacity. Free online course. Does not lead to any certification, but is a self-taught, self-paced online course teaching all the fundamentals of The Lean Startup.

- **LSCA – Lean Startup Certified Associate**

Offered by CertJoin. Entry level certification aimed at those with little or no entrepreneurial experience. Costs \$30 and requires an online course and an exam.

ChatGPT

- **ChatGPT Coursera course**

- *taught by Prof. Jules White of Vanderbilt, who is now nationally recognized on this topic*
- *Teaches you how to use ChatGPT and other generative AI more effectively*
- *Offered free for Vanderbilt community*
- *<https://www.coursera.org/learn/prompt-engineering>*

Books, Books, and More Books!

PROFESSOR HULINGS:

- 'The Little Book of Common Sense Investing' by John Bogle
- 'Winning the Loser's Game' by Charles D. Ellis
- 'Extraordinary Popular Delusions' and the Madness of Crowds' by Charles Mackay
- 'Manias, Panics and Crashes' by Charles P. Kindleberger
- 'The Psychology of Money' by Morgan Housel
- 'I Will Teach You to Be Rich, Second Edition: No Guilt. No Excuses. No BS' by Ramit Sethi
- 'Why Didn't They Teach Me This in School?' by Cary Siegel
- 'A Random Walk Down Wall Street' by Burton G. Malkiel
- 'The Intelligent Investor' by Benjamin Graham
- 'The Essays of Warren-Buffett: Lessons for Corporate America' by Warren Buffett
- 'The Bogleheads Guide to Investing' by Taylor-Larimore, Mel Lindauer
- 'If You Can: How Millennials Can Get Rich Slowly' by William Bernstein

PROFESSOR JAMIE LEDDIN

- 'Getting to Yes'
- 'Difficult Conversations'
- 'Never Split The Difference'

Books, Books, and More Books!

PROFESSOR RANDO:

GENERAL BUSINESS

- Turn This Ship Around (Adm David Marquet)
- Team of Teams (Gen. Stanley McChrystal)
- Execution (Larry Bossidy)
- Accelerate (John Kotter)
- Give and Take (Adam Grant)
- Leading Change (John Kotter)
- Good to Great (Jim Collins)
- The Innovator's Dilemma (Clayton Christiansen)
- The World Is Flat (Thomas Friedman)
- Built to Last (Jim Collins)
- Traction (Gino Wickman)
- The Goal (Eli Goldratt)
- The Lean Startup (Eric Ries)
- Mindset (Carol Dweck)
- The Advantage (Patrick Lencioni)
- 7 Habits of Highly Effective People (Steven Covey)
- How To Win Friends and Influence People (Carnegie)
- Emotional Intelligence (Daniel Goleman)
- Lean In (Cheryl Sandberg)
- Getting to Yes (Roger Fisher)
- Beyond Performance (Scott Keller)
- The E Myth (Michael Gerber)
- In Search of Excellence (Tom Peters)

- The Lexus and the Olive Tree (Thomas Friedman)
- Management (Peter Drucker)
- What Management Is (Joan Magretta)
- Six Thinking Hats (Edward DeBono)
- Reengineering The Corporation (Michael Hammer)
- The Six Sigma Way (Peter Pande)
- The Effective Executive (Peter Drucker)
- The 5 Dysfunctions of a Team (Patrick Lencioni)
- The Myth of Excellence (Fred Crawford)
- Getting Better or Getting Beaten (Robert Slater)
- Principle Centered Leadership (Steven Covey)
- Competitive Advantage (Michael Porter)
- Understanding Michael Porter (Joan Magretta)
- **Start With Why (Simon Sinek)*
- **Case in Point (Larry Cosentino)*

OTHER CATEGORIES

CEOs (BIOGRAPHICAL & AUTOBIOGRAPHICAL)

- Jack (Jack Welch, GE)
- From Worst to First (Gordon Bethune, Continental)
- The Power of Many (Meg Whitman, Ebay)
- Iacocca (Lee Iacocca, Chrysler)
- Tough Choices (Carly Fiorina, HP)
- Who Says Elephants Can't Dance (Lou Gerstner, IBM)
- Delivering Happiness (Tony Hsieh, Zappos)
- American Icon (Alan Mulally, Ford)

- Business At The Speed of Thought (B Gates-Microsoft)
- Touchpoints (Douglas Conant, Campbell Soup)
- Conscious Capitalism (John Mackey, Whole Foods)
- Direct From Dell (Michael Dell, Dell)
- Only The Paranoid Survive (Andy Grove, Intel)

INTERESTING PERSPECTIVES/FUN READS

- Range (David Epstein)
- Tipping Point (Malcolm Gladwell)
- Move Fast and Break Things (Jonathan Taplin)
- Everybody Lies (Seth Stevens-Davidowitz)
- The Hard Thing About Hard Things (Ben Horowitz)
- Orbiting The Giant Hairball (Gordon MacKenzie)
- Blink (Malcolm Gladwell)
- Outliers (Malcolm Gladwell)
- First Break All The Rules (Marcus Buckingham)
- Who Moved My Cheese (Dr. Spencer Johnson)