Part I. Technology Product Management Certificate History and Purpose

Statement of Purpose and Expectation of Graduate Study in the Program.

The Lerner College Graduate Certificate in Technology Product Management is designed to help working professionals and aspiring global leaders to gain advanced knowledge and skills in managing technology products. Technology products are those software applications that serve a variety of users whether internal to the organization or external customers. With digitization occurring at exponential rates, more work is being managed through software tools and applications (apps) and fuels a range of digital solutions (products). Managing technology solutions is inherently interdisciplinary to drive strategy for digital products and coordinate solution implementation to optimize the business value. This certificate program is intended for professionals who wish to develop new or hone existing skills in order to keep pace with the changing business landscape so they may advance or redirect their careers. More specifically we see this Lerner certificate program as attractive to:

- Individuals with an MBA or other graduate degree who need to develop a new business skill set or need to refresh their knowledge in the area of Technology Product Management.

- Individuals with undergraduate degrees who need specialized knowledge in Technology Product Management in order to advance their careers.

- Individuals who are uncertain if they want to pursue an MBA or other graduate business degree. They can enroll in the Certificate in Technology Product Management program to get an understanding of the level of instruction and workload in the MBA program. Should they choose to join the MBA or other Business graduate program they can use the credits earned to accelerate their degree completion.

- Graduate students across UD who see the advantage and need for the Lerner Certificate in Technology Product Management program to help advance their careers.

Date of permanent status.

The proposed Certificate in Technology Product Management degree would be new to the Lerner College of Business & Economics and the University of Delaware.

Degrees offered.

Graduate Certificate in Technology Product Management consisting of 12 credits of graduate coursework. The certificate is available to online and on-campus students.

Term when first students may enroll.

Students can enroll starting Fall 2025.

Identify the College and Department/ School in which the program will reside.

The program will reside in the Lerner College of Business & Economics in the Department of Business Administration.

Part II. Admission

Admission requirements.

The general requirements for applicants are as follows:

- Transcripts: A four-year U.S. Bachelor's degree in any academic field from an accredited college or university is required. If you have a three-year non-U.S. degree, you may request a review for determination as to equivalency by emailing mbaprogram@udel.edu after you have uploaded your transcripts, resume, and TOEFL/IELTS scores (if applicable) to the application.
- Current undergraduate students need to show intent to complete undergraduate degree prior to enrolling in graduate level coursework, and all undergraduate coursework must be completed before starting the first graduate course.
- One letter of recommendation attesting to the candidate's ability to succeed in a business graduate certificate program. Letter of recommendation requirement is waived for a student in any other University of Delaware graduate program, or who is enrolled or has successfully completed a graduate degree at another University;
- Current resume
- Response to the following prompt. We are looking for one insightful, specific and brief essay. "Outline your educational plans and career goals and discuss how your proposed plan of graduate study relates to them. What are the specific attributes of the program at UD that lead you to believe that this program is appropriate to help you achieve your professional objectives?"
- Students admitted or pursuing a different graduate program at the University of Delaware would only need to submit a current resume and a personal statement.
- Language Test Requirement for International applicants. International Applicants must submit one of the following:
  - Proof of having earned a degree in either the United States or a country where the primary language is English;
  - TOEFL score of 96 or higher; or
  - IELTS score of 7.5 or higher
- Work Experience: All applicants are considered even if they have limited professional experience. Outstanding undergraduate GPAs or years of experience (work experience, volunteer work, community service, internships, significant academic projects, etc.) will strengthen your application.
- $75 application due when you submit your online application.

Admission to graduate programs at the University of Delaware is selective and competitive based on the number of well-qualified applicants and the limits of available faculty and facilities. Those who meet stated minimum academic requirements are not guaranteed admission, nor are those who fail to meet those requirements necessarily precluded from admission if they offer other appropriate strengths.

Prior degree requirements.
Applicants need not have majored in any specific undergraduate field.

Application deadlines.
Students may apply for the fall or spring semester and admissions decisions are determined on a rolling basis.
Important dates:
- Deadline for Fall term: August 1
- Deadline for Spring term: January 1

Special competencies needed.
None.

Admission categories.
Not Applicable

Other documents required.
Not applicable.

PART III. ACADEMIC
Degree Requirements

List course requirements according to categories such as core requirements, concentration options, electives, research credits and dissertation credit requirements. List number of credits in each category and include total credits required for degree.

The Certificate in Technology Product Management is 12 credits. All courses are 3 credits. To be awarded a certificate, the student's overall GPA must be a 3.0.

Technology Product Management

Overall choose 4 Total from the following:

Any of these:
MISY615 – Enterprise Architecture
MISY627 – Information Technology and Organizational Effectiveness
MISY667 – Business Process Digitization
MISY603 – Cybersecurity Management
CISC682 – Introduction to Human-Computer Interaction
BUAD683 –Product and Price Management

Or Up to 1 of the following:
MISY640 – Project Management and Costing
BUAD631 – Operations Management and Management Science

BUAD672 - Strategic Leadership and Change
BUAD673 – Advanced Topics: Leadership & Teams
BUAD679 - Negotiation and Conflict Resolution

Course substitution possible with approval from Director.

Give non-registered requirements in detail; includes residency requirements, qualifying examinations (number and format), portfolios, seminars, English proficiency, language requirements, teaching experience, internships, etc.
Not Applicable

Define any grade minimums in courses that are different from University policy.
None

Identify any courses which may not be used towards the degree (i.e., independent study, pre-candidacy study).
Not Applicable

Identify expectations of facility of expression in English (oral and written) as part of the degree requirement.
Strong written and oral communication skills are expected

Committees for exams, thesis, or dissertations
Not Applicable

Identify initial procedure for advisor and advisement procedures.
Advising will be handled by the graduate advisors in consultation with Lerner Graduate program directors as appropriate.

Timetable and definition of satisfactory progress towards the degree
For these items we follow the university standards found in the graduate catalog

Academic load (full & part-time) expectations. Define normal progress. Define departmental review procedures for evaluating normal progress and evaluation of performance.
Certificates can normally be completed within one to two years depending how many courses students take per term. The Graduate Programs Office staff will monitor all certificate students.

Grade requirements (general and specific). Include any special departmental expectations such as minimum grades in specific courses, limits on special problem courses, etc.
Overall GPA must be a 3.0 to earn a certificate

Thesis/dissertation progress timetable guidelines.
Not applicable

Thesis/dissertation defense guidelines.
Not applicable

Forms required.

Application for Advanced Degree (AAD)

Students submit the AAD form to the Graduate Program Director or the Graduate Program Coordinator, who then check the form for accuracy. This form is due by early February (September) for Spring/Summer (Fall) graduates. The form is then signed by the Director and Department Chair, and then it is forwarded to the Graduate College.

Identify consequences for failure to make satisfactory progress.
We will follow University standards for our Lerner Graduate Certificates.

Protocol for grievance procedure if student has been recommended for termination for failure to make satisfactory progress.
We will use the standard grievance procedure provided by the Graduate College.

PART IV. ASSESSMENT PLAN
Indicate how the program will be evaluated and assessed. Every learning outcome needs to be assessed in at least two ways. One measure must be a direct measurement (where you can see the student demonstrate their learning). Other measures can be direct or indirect (such as a survey). Success should be measured against the criteria listed including the stated learning outcomes and against whatever objectives have been set forth in the first section of the proposal. Academic units are encouraged to consult with the Center for Educational Effectiveness to develop appropriate learning outcomes, assessment criteria, and benchmarks for success.

Evaluation Plan
The overall effectiveness and success of the certificate program will be evaluated using the following measures):
- Student course evaluations based on University and College templates.
- Comparison of student career data pre- and post-program.
- Successful completion or conversion rates of at least 75%.

Assessment Plan

Certificate in Technology Product Management

Learning Objective 1: Understand and evaluate enterprise architecture and how technology products interface and support the corporate enterprise architecture.

Learning Objective 2: Develop strategies to assess, quantify, and communicate the business value of technology products.

Learning Objective 3: Apply principles of user experience (UX) and user interface (UI) design to create intuitive, user-centric technology products that meet customer needs and enhance engagement.

Learning Objective 4: Plan, manage, and evaluate technology product development projects.

At the conclusion of their coursework students will…

- Take an end of program assessment to demonstrate their level of competency with regards to the four learning objectives.
- Complete a self-assessment survey to measure the extent to which they believe they can explain technology product management and tactical methods employed by practicing Technology Product Management professionals.

PART V. FINANCIAL AID

Financial Awards
Not applicable

PART VI. DEPARTMENTAL OPERATIONS

General student responsibilities

Up-to-date addresses, etc.
Students are required to communicate via university email and keep us up-to-date regarding their telephone and US mail address.

Laboratories and research equipment.
Not applicable

Hazardous Chemical Information Act.
Not applicable

Vehicles.
Not applicable

Keys, offices, mail, telephone, copy machine, computer terminals, etc .
Not applicable

Student government and organizations (both student and professional).
Not applicable

Travel for professional meetings or presentations
Not applicable

Satisfactory Progress

Students may enroll full or part-time. The Program Director will create a recommended program for each student and students are expected to remain in contact with the Program Director during their time in the program.

GPA requirements are monitored by the Office of Professional and Graduate Education according to the Graduate Studies Academic Probation Policy. Graduate students will be evaluated in courses according to the University grading policy and must maintain a minimum GPA of 3.0 to remain in good academic standing.

It is the students' responsibility to ensure they have fulfilled all requirements for graduation. Any questions pertaining to completion of requirements can be asked from the Graduate Program Coordinator or Director of the Program.

A graduate student who fails to make satisfactory progress toward all degree requirements may be recommended to the Graduate College to be discontinued from the program. The Graduate College will notify a student in writing when the student is being dismissed for failure to make satisfactory progress in the program and the procedures for the student to appeal the action.

Leave of Absence

Graduate students are expected to be registered in courses continuously while matriculating. However, a student may request a leave of absence by filling out the Leave of Absence form.