

GRAND VALLEY STATE UNIVERSITY LAKER ACCELERATED TALENT LINK PROGRAM:

WHAT WE OFFER:

An innovative program to meet the needs of West Michigan employers, and open doors for liberal arts and sciences majors.

TALENT LINK SCHOLARS RECEIVE:

- A \$15,000 employer-sponsored scholarship to layer a certificate in
 - Project Management
 - Applied Data Analytics
 - Business Fundamentals
 - Technical SalesOn top of your degree
- Participation in a co-curricular cohort during the fall semester to build community.
- A paid internship with one of our employer partners during winter or summer semester
- A good faith job offers post-graduation if the program is complete and positions available.

WHAT YOU OFFER:

- Good academic standing
- Senior-class standing with intended graduation in 2024.
- Desire to complete academic certification and participate in winter/summer semester internship.

Talk with your academic advisor to see how this will fit with your academic schedule and graduation requirements.

Schedule an appointment with Dana Hebreard, Ph.D., Talent Link Program Specialist at LATL@gvsu.edu or [visit gvsu.edu/latl](http://visit.gvsu.edu/latl) to learn more!

Employer partners

ACRISURE Agency Partner

Amway

CASCADE engineering

Corewell Health

MICHIGAN SOFTWARE LABS

Certificate Program Descriptions

APPLIED DATA ANALYTICS

Focuses on understanding how to interpret, use, and apply data and statistics in the workplace. Courses include:

STA 215 - Introductory Applied Statistics

STA 323 - Predictive Analytics

STA 340 - Statistics in the Media OR ECO 300 - Data Analytics for Econ & Bus.

CIS 160 - Learn to Code in Python

CIS 320 - Visualization of Data and Information

CIS 331 - Data Analysis Tools and Techniques OR MGT 477 – Applied Business Intelligence

BUSINESS FUNDAMENTALS

Develops essential business skills to enhance your major degree and prepare you for the world of work. Courses include:

ACC 201 - Accounting for Non-Business Majors 1

ACC 202 - Accounting for Non-Business Majors 2

FIN-300 - Fundamentals of Finance for Non-Business Majors

MGT 300 - Fundamentals of Management for Non-Business Majors

MKT 300 - Fundamentals of Marketing for Non-Business Majors

PROJECT MANAGEMENT

Integrates industry-proven project management practices with Agile principles. Courses include:

CIS 339 - IT Project Management

CIS 349 - Agile Project Management

MGT 345 - Team Building

BUS470 - Applied Business Solutions

TECHNICAL SALES

Understand effective negotiating and professional sales techniques to gain deeper understanding of customer relations and buying behavior. Courses include:

MKT 350 - Marketing Management

MKT 352 - Marketing Negotiations

MKT 356 - Professional Selling

MKT 466 - Advanced Selling

MKT 490 - Technical Marketing

CLAS Center of Experimental Learning

The College of Liberal Arts and Science (CLAS) honors the importance of an empowered educational experience, lifelong learning, and a culture of educational equity in alignment with GVSU's Reach Higher 2025.

The CLAS Voyage reflects the value of a liberal arts degree in the workplace. The Voyage begins with an academic seminar (The Embarking Experience), includes at least two high impact practices embedded into each program, and ends with a Capstone.

The Talent Link, an enhanced co-op experience, is one of those high-impact opportunities connecting GVSU students with the West Michigan community.

Apply Today!

<https://www.gvsu.edu/latl/#Applications>