



GEORGIE G. SNYDER CENTER FOR HUMAN SKILLS IN BUSINESS

TEXAS TECH
Rawls College of Business

MICROCREDENTIALS: BUSINESS VALUE CREATION

The Snyder Center's microcredentials in Business Value Creation help Rawls College students extend personal and professional growth beyond the classroom to make real, meaningful contributions from day one of their future careers. These microcredentials will help you develop the thought processes that are most conducive to long-term success in business environments. Completed microcredentials can be showcased on professional resumes and social media.



EMOTIONAL INTELLIGENCE IN BUSINESS

Show recruiters you know how to use EI-related skills to strengthen professional relationships.

Available each fall semester

REQUIREMENTS

- Complete **three** sequential workshops with the Rawls embedded licensed mental health therapist
- Complete **one** communication coaching session with the Snyder Center
- Complete the following:
 - Personal growth evaluation and reflective consultation with the Rawls embedded licensed mental health therapist



EXECUTIVE SKILLS FOR BUSINESS

Show recruiters you know how to maximize productivity, progress, and sustainability in business.

Starting Fall 2026

REQUIREMENTS

- Complete **two** hours of workshops and/or coaching sessions with the Snyder Center focused on executive skills and habits
- Complete a comprehensive growth evaluation and reflective consultation with the Snyder Center
- Complete one of the following:
 - Earn a 90+ in an upper-division course in the Rawls College
 - Hold a leadership position in a club, organization, or job for at least three months
 - Receive a recommendation from a Rawls College faculty member



CREATIVITY AND STRATEGIC THINKING

Show recruiters you know how to adopt different thought processes to solve business problems.

Starting Spring 2027

REQUIREMENTS

- Complete at least **one** workshop or coaching session focused on creativity
- Complete at least **one** workshop or coaching session focused on strategic thinking
- Complete at least **one** coaching session focused on a communication project
- Complete one of the following:
 - Earn a 90+ on a presentation or report in an upper-division course in the Rawls College
 - Participate in an ongoing, extracurricular visual or performing arts activity for at least three months
 - Participate in an ongoing, structured research experience for at least three months
 - Receive a recommendation from a Rawls College faculty member



START EARNING YOUR MICROCREDENTIALS TODAY!

Register for a workshop, schedule a coaching session, or contact the Snyder Center to learn more.

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