

BUSINESS MANAGEMENT ESSENTIALS CERTIFICATE

Program Description

Mastering the fundamentals of business management is critical to success in any industry, whether you work in a large organization or run your own small business. No matter the size of your budget or staff, you need to manage your money well, market your product effectively, and make sure the right people are motivated and supported to help achieve your goals. Perhaps most importantly, you need to be able to adapt based on new information and ever-changing market conditions.

The courses in this program are designed to give you a broad view of the key functions at the heart of any organization so you can make better decisions and accelerate your growth as a leader. You'll come away with a strong foundational understanding of business that you can apply to your work, whether you're starting your career, changing your current career, or even creating a new career.

Key Takeaways

- Define organizational vision and establish strategic goals to set the path for long-term success
- Read and analyze financial statements to help inform business decisions
- Develop a marketing strategy for an organization
- Create an organizational structure and assign appropriate job roles to make sure that the right people can help achieve business goals
- Select motivation strategies to lead employees, whether individually or in teams
- Practice the skills necessary to thrive in rapidly changing global markets

What You'll Earn

- Business Management Essentials Certificate from Cornell Dyson School
- 72 Professional Development Hours (7.2 CEUs)

Who Should Enroll

- Individual contributors interested in transitioning to leadership
- New managers
- Professionals who need to fill gaps in business fundamentals
- Professionals with work experience but no formal business training
- Professionals transitioning into roles within a corporate environment
- Small business owners and entrepreneurs

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Business Management Essentials Certificate (<https://ecornell.cornell.edu/certificates/financial-management/business-management-essentials/>).

Courses

Code	Title	Hours
eCornell DYS551	Finance and Accounting Principles	0
eCornell DYS552	Marketing Fundamentals	0
eCornell DYS553	Strategic Business Planning and Forecasting	0
eCornell DYS554	Managing Organizations	0
eCornell DYS555	Leading Without Authority	0
eCornell DYS556	Navigating the Global Business Landscape	0