

# BUSINESS MANAGEMENT IN STEM CERTIFICATE

## Program Description

Many professionals initially build a career based on expertise in a specific functional domain. Yet to advance to more senior levels of management, it is often necessary to gain exposure to a more expansive view of business operations.

In this certificate program, you will build a broad foundation of business language in seven essential areas of business management specifically important for those in science and engineering. As you progress through courses in accounting, finance, human capital, sales, marketing, strategy, and legal concepts, you'll have the opportunity to apply key business concepts in real time in your organization to deepen your understanding of these core business topics through a technology-focused lens. By the time you complete this program you will have gained the confidence to engage in business conversations and ultimately be better prepared to make the leap to a management role.

This program draws on examples especially relevant to the science and technology industry and is a great fit for tech professionals.

## Key Takeaways

- Report financial projections and performance accurately
- Communicate effectively to raise capital and to structure the ownership of an organization
- Analyze the financial risk and reward of projects to make go/no-go decisions
- Comply with HR employment laws to efficiently hire and supervise a team
- Create an internal sales process and staffing plan
- Drive business strategy around your organization's objectives and future trajectory
- Identify key legal components that impact organizations

## What You'll Earn

- Business Management in STEM Certificate from Cornell SC Johnson College of Business
- 70 Professional Development Hours (7 CEUs)

## Who Should Enroll

- Entrepreneurs
- Tech industry professionals
- Researchers and academics
- Scientists
- Engineers
- Clinicians
- Graduate and Ph.D. candidates seeking to move into business
- Individual contributors looking for career advancement opportunities

## Total Investment

- 3.5 months to complete all the courses

## How To Enroll

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

## Courses

Code	Title	Hours
eCornell JCB501	Accounting	0
eCornell JCB502	Finance	0
eCornell JCB503	Managing Human Capital	0
eCornell JCB504	Sales	0
eCornell JCB505	Marketing	0
eCornell JCB506	Strategy	0
eCornell JCB507	Legal	0