

# BUSINESS STRATEGY CERTIFICATE

## Program Description

Want to gain a competitive advantage for your business?

This certificate program will help you address today's most pressing strategic business questions and design a strategy for your own organization. Using game theory to enhance your view of the marketplace, you will examine change, disruption, and uncertainty in your industry, and devise strategies to respond to these variables effectively. As part of this strategy, you'll have the opportunity to assess possible internal roadblocks to overcome and create a plan to surmount them. Evaluating a series of approaches including M&A, strategic alliances, and organic growth, you will also identify potential synergies to boost your organization's value creation and profitability and develop the necessary skills to optimize the web of relationships that drive your business. Finally, you will explore ways to leverage the power of digital platforms to grow your organization, through in-house development or advantageous interactions with outside platforms.

Throughout the program, you'll engage with many detailed real-world examples and practical exercises that will help you see the world differently and ultimately develop savvy strategies to create sustained business success.

## Key Takeaways

- Perform a market diagnosis to describe your target customers and determine how you can best create value for them
- Design a strategy to create and deliver value and defend profits
- Assess change, disruption, and uncertainty in your industry
- Respond to disruption effectively by surmounting internal roadblocks to change
- Identify potential synergies to boost your organization's value creation and profitability
- Evaluate mergers and acquisitions, strategic alliances, and organic growth strategies for your organization
- Identify your supply chain and key business relationships and assess their health
- Use game theory to understand the game, outsmart your rivals, and maximize profits
- Leverage the power of digital platforms to grow your organization

## What You'll Earn

- Business Strategy Certificate from Cornell Johnson Graduate School of Management
- 60 Professional Development Hours (6 CEUs)
- 60 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 60 Credit hours towards HRCI recertification

## Who Should Enroll

- Strategic/Executive sales leaders
- Senior business leaders
- Executives

- Directors
- Managers
- Entrepreneurs

## Total Investment

- 3 months to complete all the courses

## How To Enroll

For more information on how to enroll, please visit Business Strategy Certificate (<https://ecornell.cornell.edu/certificates/leadership-and-strategic-management/business-strategy/>).

## Courses

Code	Title	Hours
eCornell LSM311	Value Creation and Profitability	0
eCornell LSM312	Change, Disruption, and Growth	0
eCornell LSM313	Synergies, Mergers, and Alliances	0
eCornell LSM314	Getting the Most Out of Your Business Relationships	0
eCornell LSM315	Game Theory and Business Strategy	0
eCornell LSM316	Digital Platform Strategy	0