

DIGITAL BUSINESS OPERATIONS CERTIFICATE

Program Description

For a business to stay competitive in today's market, it must digitize business operations and harness the power of that gathered data.

In this certificate program, you will explore strategies, methods, and techniques designed to transform your company into a digital, data-driven operation. You will explore the required elements of digital operations by analyzing examples from the manufacturing, service, and retail industries. Throughout the courses, you'll apply new methods and techniques to design and analyze experiments to assess market demand; improve customer service; and develop products, services, and innovations. You'll have the opportunity to practice and develop demand-forecasting skills to tackle complex time-series data sets that include seasonality and trends as well as causal or regression-based forecasting methods. Finally, you will practice prescriptive analytics to optimize capacity-planning and pricing decisions, explore the drivers of important financial metrics, and evaluate how they respond to operational improvements.

Whether you're a manager, executive, consultant, or business analyst, this program will help you develop the critical analytical and technical skills needed to digitize operations and ultimately maximize business performance.

The courses in this certificate program are required to be completed in the order that they appear. Experience using Excel to build formulas, plot data, and manipulate data along with previous coursework in algebra or calculus is needed to successfully complete this certificate.

Key Takeaways

- Apply digitization principles to optimize business operations, enhance customer value, and improve performance metrics
- Develop forecasting models; evaluate performance; and make informed decisions for demand, pricing, and promotions
- Utilize experiment design and analysis to drive decision making, reduce bias, and uncover operational opportunities
- Leverage technology and data analytics to increase cost savings and generate revenue
- Design prescriptive analytics to optimize capacity decisions in inventory, manufacturing, and workforce planning
- Evaluate and tune performance metrics from a balance sheet to recognize performance trade-offs, develop benchmarking metrics, and make strategic decisions

What You'll Earn

- Digital Business Operations Certificate from Cornell's SC Johnson College of Business
- 96 Professional Development Hours (9.6 CEUs)

Who Should Enroll

- Business analysts
- Digital transformation managers
- Consultants

- Entrepreneurs
- Managers, leaders, and executives

Total Investment

- 3 months with 5-8 hours of study per week

How To Enroll

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

Courses

Code	Title	Hours
eCornell JCB511	Designing Digital and Data-Driven Business Operations	0
eCornell JCB512	Exploring the Fundamentals of Forecasting Demand	0
eCornell JCB513	Designing Experiments in Retail and Online Businesses	0
eCornell JCB514	Optimizing Decisions Using Demand Forecasts	0
eCornell JCB515	Marketplaces and Emerging Technologies	0
eCornell JCB516	Linking Digital Operations With Financial Performance	0