

# EMERGING MARKETS CERTIFICATE

## Program Description

Emerging markets have become key players in the global economy, but their ability to transform into developed markets is often hindered by a lack of funding. In this certificate program, you will explore the tremendous opportunities for investing in underfunded markets as well as some unique challenges that arise when investing in developing economies.

Because innovation is a major driver in emerging markets, you will discover the strategies that different emerging markets use to gain a competitive advantage at individual, team, and organizational levels. You will also examine a framework designed to help evaluate those risks as they are categorized in six dimensions. Through this detailed risk-scoring system, you will gain the skills to rank and compare emerging markets by each dimension of risk. By the end of the program, you will have additional perspective on the opportunities, challenges, and key elements of investing in emerging markets, including valuable insights to apply in your own work.

The courses in this certificate program are required to be completed in the order that they appear.

## Key Takeaways

- Examine emerging markets as underfunded growth opportunities
- Identify and measure the business and financial risks of investing in emerging markets using a comprehensive and practical framework
- Explore global strategy formulation and implementation in emerging markets
- Discover different levels of innovation and entrepreneurship in emerging markets

## What You'll Earn

- Emerging Markets Certificate from Cornell's SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Venture capital and private equity investors
- Investment advisors
- Asset managers and other financial services professionals with international mandates
- Portfolio managers and analysts
- Insurance representatives
- Corporate officers, directors, and managers in multinational companies
- Consultants

## Total Investment

2 months to complete the courses.

## How to Enroll

For more information and to enroll, please visit Emerging Markets Certificate (<https://ecornell.cornell.edu/certificates/financial-management/emerging-markets/>).

## Courses

Code	Title	Hours
eCornell JCB672	Defining Emerging Markets	0
eCornell JCB673	The Rise of Emerging Markets and Their Enterprises	0
eCornell JCB674	Disruptive Innovation From Emerging Markets	0
eCornell JCB675	Innovation and Entrepreneurship in Emerging Markets	0