

# INVESTMENT STRATEGIES CERTIFICATE

## Program Description

One of the key ways to secure your financial future is through investing. Yet investing is complex: It can feel as though there are endless options to choose from, and the risks can be substantial. So how can you cut through the noise?

In this certificate program, you will explore strategies to help guide your approach to investing. You'll begin by developing a fundamental understanding of financial documents which will allow you to interpret financial information and increase your personal and professional decision-making capacities. You will then apply your financial statement knowledge to the stock market, where you will discover how to analyze stocks and identify those that are profitable and worth your investment. Diving deeper, you will determine how to manage your investment portfolio by examining different asset classes, sectors, styles, and diversification options. To complete your certificate, you will delve into a more modern investment vehicle: cryptocurrency. You'll explore the function of blockchains by examining the design of a cryptocurrency and practice using a Bitcoin wallet to better understand how the blockchain can be used to transfer value from person to person. By the end of this program, you will have the knowledge and confidence to make investment decisions that will help you reach your financial goals, gaining applicable skills along the way.

To be successful in these courses, you should be comfortable working with Excel, including writing formulas and creating charts.

## Key Takeaways

- Select a stock and research it using company information, data, and online resources
- Act as a financial analyst to draw preliminary business conclusions about a stock
- Identify and estimate risks and returns on investments
- Manage risk with diversification
- Calculate and interpret basic accounting ratios
- Examine financial trends in business organizations
- Examine the design of cryptocurrency to understand the function of blockchains
- Use a Bitcoin wallet to better understand the mechanics of cryptocurrencies

## What You'll Earn

- Investment Strategies Certificate from the Cornell SC Johnson College of Business
- 52 Professional Development Hours (5.2 CEUs)

## Who Should Enroll

- Personal investors
- Corporate finance professionals
- Investment firm marketing and client services staff
- Investment research assistants
- Investment club members

- Individuals seeking to better understand diversification, asset allocation, and securities portfolios
- Anyone interested in how to choose stocks

## Total Investment

2 months to complete the courses.

## How to Enroll

For more information and to enroll, please visit Investment Strategies Certificate (<https://ecornell.cornell.edu/certificates/financial-management/investment-strategies/>).

## Courses

| Code             | Title                             | Hours |
|------------------|-----------------------------------|-------|
| eCornell DYS551  | Finance and Accounting Principles | 0     |
| eCornell JCB445  | Evaluating Stocks                 | 0     |
| eCornell JCB446  | Portfolio Management Essentials   | 0     |
| eCornell CTECH20 | Cryptocurrencies and Ledgers      | 0     |