

MANAGEMENT 360 CERTIFICATE

Program Description

This comprehensive stackable certificate program gives you the opportunity to build a broad foundation in seven essential areas of business management. With courses in leadership, marketing, finance, strategy, and more, you'll have the opportunity to learn from the same faculty who teach in Cornell University's MBA programs and apply key business concepts in real-time in your job. Whether you're striving to become a better people manager, fill in gaps in your financial acumen, or operate at a more strategic level, this program is a great way to gain the breadth of skills you need to drive business success.

This program is designed to meet the needs of busy working professionals by allowing you to work on each focus area individually over time.

Key Takeaways

- Gain a broad understanding of business functions required to advance your career
- Manage people effectively and lead teams to top performance
- Choose the best business performance measures for your organization
- Develop an understanding of how to analyze, structure and assess financial information and capital budgeting decisions
- Master marketing best practices and create an integrated marketing and brand strategy aligned with your organization's business objectives
- Learn statistical methods for analyzing and visualizing data in a business context to make better decisions
- Understand the fundamental legal concepts that help run a successful business, minimize risk, and structure great contracts
- Assess markets, understand power structures, and create a business strategy that will position your organization for competitive advantage

What You'll Earn

- Management 360 Certificate from Cornell SC Johnson College of Business
- 296 Professional Development Hours (29.6 CEUs)
- 55.25 Professional Development Units (PDUs) toward PMI recertification

Who Should Enroll

- New managers and aspiring managers with at least 3 years of work experience
- Individuals looking to accelerate their career in business management
- Team leaders from any functional area across any industry
- Executives seeking to improve their leadership ability and fill in gaps in their business knowledge

Total Investment

- 18 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Management 360 Certificate (<https://ecornell.cornell.edu/certificates/financial-management/management-360/>).

Courses

Code	Title	Hours
eCornell CORE101	Examining Scarcity and Opportunity Cost	0
eCornell CORE102	Analyzing Price and Equilibrium	0
eCornell CORE103	Conducting Market Analysis and Predicting Price	0
eCornell CORE104	Modeling Perfect Competition	0
eCornell CORE105	Comparing Monopolies and Competition	0
eCornell HAME501	Mastering the Time Value of Money	0
eCornell HAME508	Making Capital Investment Decisions	0
eCornell HAME509	Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions	0
eCornell HAME510	Raising Capital: The Process, the Players, and Strategic Considerations	0
eCornell HAME511	Understanding Financial Statements	0
eCornell HAME514	Using Ratio Analysis to Evaluate Financial Performance	0
eCornell LAW501	Embracing the Basics of Business Law	0
eCornell LAW502	Structuring Business Agreements	0
eCornell LAW503	Exploring Specialty Areas of Business Law	0
eCornell LAW504	Working with Legal Professionals	0
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
eCornell LSM588	Planning and Delivering Effective Presentations	0
eCornell LSM596	Motivating People for High Performance	0
eCornell LSM597	Navigating Power Relationships	0
eCornell LSM700	Management 360 Capstone	0
eCornell JCB591	Key Performance Indicators for Marketing	0
eCornell JCB592	The Customer Journey and Segmentation	0
eCornell JCB593	Targeting and Positioning	0
eCornell JCB594	Product Design and Testing	0
eCornell JCB595	Setting Up Distribution Channels	0
eCornell JCB596	Establishing Effective Pricing	0
eCornell JCB681	Improving Governance	0
eCornell JCB682	Improving Margins	0
eCornell JCB683	Improving Capacity Investment and Consumption	0
eCornell JCB684	Improving Coordination and Efficiency	0
eCornell JCB685	Improving Direction, Motivation, and Society	0
eCornell JCB686	Accountability in the Fourth Industrial Revolution	0