

# TECHNOLOGY STRATEGY CERTIFICATE

## Program Description

Technology is no longer just a tool — it is the driving force reshaping organizations and addressing society's most pressing challenges. As industries are transformed by disruption and innovation, leveraging technology strategically is essential for creating value and driving impactful change. This certificate program equips you with the strategic, technological, and organizational insights necessary to analyze, design, and implement technology solutions effectively across diverse settings.

Throughout this program, you will examine key areas of technology strategy, including value chains, risk management, platform business models, and the adoption of emerging technologies. You'll explore how organizations can design agile solutions, harness digital platforms, and navigate the complexities of technological change. You'll also gain exposure to frameworks for assessing technology adoption and competitiveness while evaluating real-world case studies of success and failure to draw actionable insights.

Designed for professionals from both technical and non-technical backgrounds, this program will help you develop the decision-making and strategic skills needed to address complex challenges at the intersection of people, processes, and technology. By completing this certificate, you'll be prepared to lead technology initiatives, manage risks, and position your organization for success in business, government, or nonprofit environments.

## Key Takeaways

- Design and champion innovative digital strategies to gain stakeholder support
- Manage the development, testing, and adoption of a new technology
- Examine markets around the globe to analyze how technologies can be used to make a positive impact
- Assess the opportunities and pitfalls of emergent technology

## What You'll Earn

- Technology Strategy Certificate from Cornell's Jeb E. Brooks School of Public Policy
- 40 Professional Development Hours (4 CEUs)
- Clock Hours: 56

## Who Should Enroll

- Product, project, operations, and risk managers
- Technology, HR, and marketing leaders
- Entrepreneurs
- Procurement professionals and business analysts
- Policy makers and analysts
- Technology developers and designers
- Public sector leaders and administrators
- Consultants
- C-suite executives, VPs, and functional managers who rely on technology solutions

## Total Investment

- 2 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Technology Strategy Certificate (<https://ecornell.cornell.edu/certificates/technology/technology-strategy/>).

## Program Requirements

Code	Title	Hours
<b>Required Courses</b>		
eCornell BRKS1	Technology Leadership	
eCornell BRKS1	Technology Management	
eCornell BRKS1	Technology and the Global Economy	
eCornell BRKS1	Technology and the Future of Society	