It is increasingly important for all business professionals to understand the nature of digital technologies and platforms. Broad technology skills, familiarity with managing technology projects and specifying business requirements for technology platforms are essential skills that are valued by all corporations.

Description

This certificate program in digital business innovation provides students with a broad overview of modern-day digital information systems. It gives exposure to modern tools for transforming business processes, maintaining digital presence and developing analytical insights.

Students who complete the program will be well suited for the business landscape, phenomenally transformed in recent years by digital innovations.

At a Glance

- **College/School**: W. P. Carey School of Business
- **Location**: Tempe campus

Program Requirements

Certificate Map (Archives)

2020 - 2021 Certificate Map

The digital innovation certificate is available to all majors. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better. No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

**Required Courses -- 18 credit hours**
CIS 105: Computer Applications and Information Technology (CS) (3)
CIS 235: Introduction to Information Systems (3)
CIS 300: Web Design and Development (3)
CIS 308: Advanced Excel in Business (3)
CIS 311: Business Project Management (3)
CIS 312: Business Mobile Commerce and Monetization (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

Enrollment Requirements

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Contact Information

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