



Harvard Business School Online



Credential of Readiness (COPe)

Learn the language of business

Perhaps you're looking to advance your career beyond the silo of your current role or considering an MBA but don't feel prepared. Maybe you are a liberal arts or engineering major hoping to land a great job after graduation. You might simply find business discussions as indecipherable as a foreign language.

Harvard Business School Online's Credential of Readiness (COPe) program will help prepare you for your next chapter.

COPe is a rigorous online program designed to help you achieve fluency in the language of business. You will develop deep-seated problem solving skills and the confidence to contribute to business discussions and decision making.

An online learning experience unlike any other

Real-world application

- ▶ Master important business concepts as you tackle multimedia case studies of diverse organizations

Edge-of-your-seat learning

- ▶ Develop business intuition through cold calls and interactive features

Unprecedented global community of learners

- ▶ Join hundreds of peers with diverse experiences on the COPe platform – while engaging online as your schedule allows

The CORE Learning Experience

CORE brings the dynamism of the HBS classroom to online learning. Videos, animations, and interactive learning tools combine to deliver a fun and **active learning experience**. You won't find lectures in CORE. You will engage with a different activity approximately every three minutes – all purposefully designed to help you learn more.

Active



Social

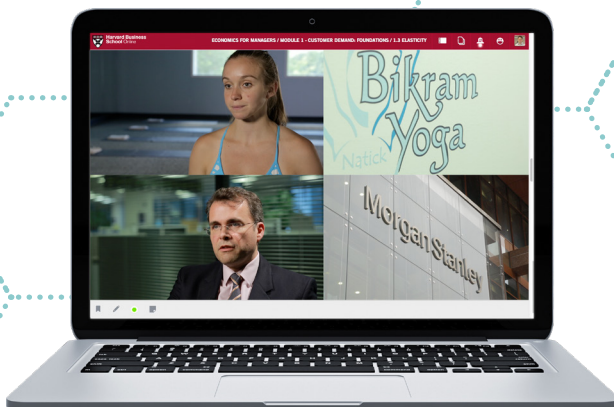


Our **social learning platform** connects you to a supportive global network of fellow participants – representing over 100 countries – who engage actively in on-line discussions, shared insights, and peer feedback.

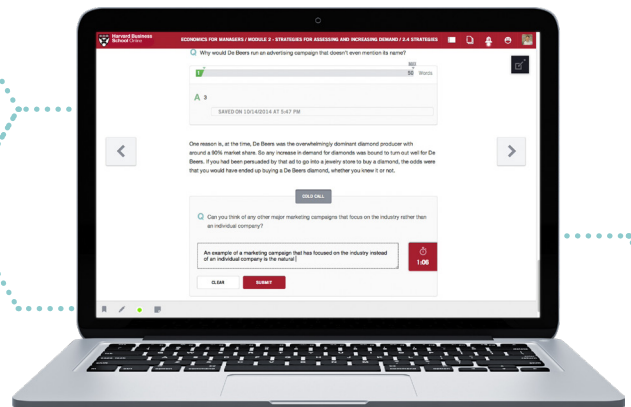
Case-Based



Like HBS classes on campus, HBS Online **learning is case-based**. You will hear firsthand from an executive or entrepreneur describing the context of a business situation, and then step into their shoes and make recommendations.



Hear firsthand from executives and entrepreneurs as they describe challenges facing their organizations



Answer a cold call: As the CEO, what would you do in this situation?

Quick Facts

- ▶ Complete coursework entirely online at your own pace, while meeting regular deadlines
- ▶ 150 hours of learning time
- ▶ Choose program duration that fits your schedule: 10 weeks (15 hours / week) to 17 weeks (8-10 hours per week)
- ▶ Successful participants earn the Credential of Readiness from Harvard Business School Online
- ▶ Complete a free, 20-minute application today at online.hbs.edu/core

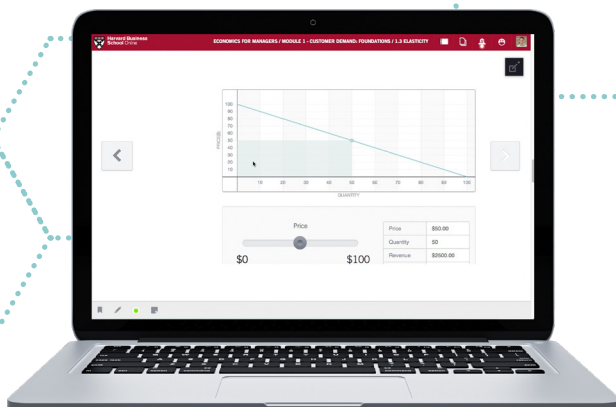


“From the videos with guest business executives to the interactive elements to the way we’re continually tested via cold calls, CORE keeps you engaged through and through.”

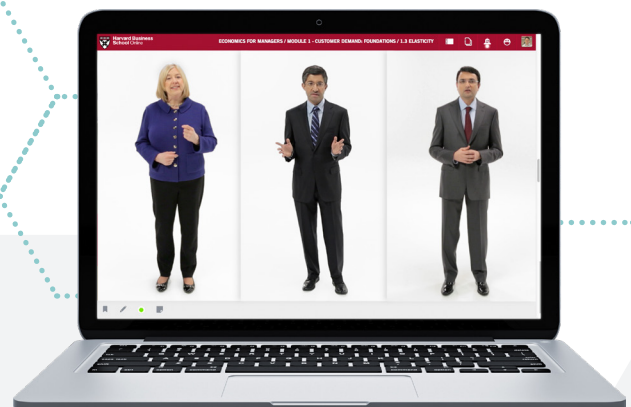
▶ **Raj, India**

“Having the perspective of my peers and all the constructive conversation encouraged me to think in new and creative ways. Knowing that your peers were rating your participation and reading your contributions was truly compelling.”

▶ **Leslie, USA**



Discover insights and deepen your understanding through interactive learning exercises



Reflect on the case as faculty synthesize key lessons

CORe Program Overview

Three Courses

Business Analytics



**Professor
Jan Hammond**

Use statistical analysis to answer real business problems

- ▶ Summarizing Data
- ▶ Sampling & Estimation
- ▶ Hypothesis Testing
- ▶ Regression

Economics for Managers



**Professor
Bharat Anand**

Apply economic principles to business decision making

- ▶ Demand
- ▶ Suppliers & Cost
- ▶ Markets
- ▶ Competition & Differentiation

Financial Accounting



**Professor
V. G. Narayanan**

Learn how to build and interpret financial statements

- ▶ Accounting Principles
- ▶ Financial Statements
- ▶ Financial Analysis
- ▶ Forecasting & Valuation

One Final Exam