



Credential of Readiness (CORe)

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 (CORe) program will help prepare you for your next chapter. CORe 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. In this 3-course program, you'll:

- **Master** important business concepts as you tackle multimedia case studies of diverse organizations
- **Develop** business intuition through cold calls and interactive features
- **Join hundreds of peers** with diverse experiences on the CORe platform – while engaging online as your schedule allows
- **Hear firsthand from executives** and entrepreneurs as they describe challenges facing their organizations
- **Step into the shoes** of those business leaders and answer the question, "What would I do in this situation?"

Quick Facts

- **Complete all 3 courses** entirely online at your own pace, while meeting regular deadlines
- **Choose program duration** that fits your schedule: 10 weeks (15 hours / week) to 17 weeks (8-10 hours per week)
- **150 hours of learning time**
- **Final exam required**
- **Successful participants** earn the Credential of Readiness from Harvard Business School Online

Who is this course for?

- College students and recent graduates looking to jump start their careers
- Those considering an MBA who are looking to prepare for the rigors of the classroom
- Mid-career professionals looking to add value to take their career to the next level with a deeper understanding of business concepts

What are the three courses?



Business Analytics

Janice A. Hammond

Use statistical analysis to answer real business problems



Financial Accounting

V.G. Narayanan

Learn how to build and interpret financial statements



Economics for Managers

Bharat Anand

Apply economic principles to business decision making



Credential of Readiness

Syllabus

Course	Modules	Case Studies	Takeaways
Business Analytics	<ul style="list-style-type: none"> Describing and Summarizing Data Sampling and Estimation Hypothesis Testing Single Variable Linear Regression Multiple Regression 	<ul style="list-style-type: none"> Amazon Walt Disney Studios Caesars Entertainment 	<ul style="list-style-type: none"> Interpret data to inform business decisions Recognize trends, detect outliers, and summarize data sets Analyze relationships between variables Develop and test hypotheses Implement regression analysis and other analytical techniques in Excel
Economics for Managers	<ul style="list-style-type: none"> Customer Demand: Foundations Strategies for Assessing and Increasing Demand Suppliers and Cost Markets Competition and Differentiation 	<ul style="list-style-type: none"> Ace Ticket The New York Times Penguin Random House Amgen Bonobos 	<ul style="list-style-type: none"> Develop effective pricing strategies Benchmark costs compared to competitors through relative cost analysis Apply conjoint analysis to understand what features customers value most Understand the power of network effects to drive demand Identify sources of competitive advantage through differentiation
Financial Accounting	<ul style="list-style-type: none"> The Accounting Equation Recording Transactions Financial Statements Adjusting Journal Entries The Statement of Cash Flows Analyzing Financial Statements Forecasting and Valuation 	<ul style="list-style-type: none"> Cardullo's Gourmet Shoppe Apple Inc. Bikram Yoga Natick Hipzone Green Mountain Coffee Roasters PepsiCo Morgan Stanley American Red Cross Metropolis Healthcare 	<ul style="list-style-type: none"> Discover how balance sheets, income statements, and cash flow statements are developed and how each interact Appreciate the role of managerial judgment in choosing accounting estimates and methods Evaluate business performance and potential using financial statements Understand both US GAAP and IFRS accounting standards Prepare and evaluate financial forecasts to make strategic decisions Value a venture, project, or investment opportunity and perform a sensitivity analysis
Final Exam	<p>The CORE final examination is a three-hour, multiple choice, closed book, computer-based assessment that has been created by HBS faculty and is administered by Pearson VUE. The exam is offered to participants after successful completion of the program during defined time periods—generally two-week windows starting one week after the last module deadline.</p>		

Learning requirements: In order to earn the Credential of Readiness, participants must do the following: Thoughtfully complete all modules by stated deadlines; Satisfactorily participate in courses through reflections and cold calls, for example; Demonstrate content mastery through satisfactory completion of module quizzes; Earn a passing score on the final exam of all three component courses.