

# PROJECT SUCCESS AND INNOVATION



As part of the Digital Business & Technology certificate course series, this course explores global information systems projects and considers innovation with emerging technologies.

## E-COMMERCE AND THE NEW ECONOMY

In today's digital age, you can lead companies forward by integrating information systems with business processes, operations and management.

- Eight (8) hours to complete the course certificate
- Forty (40) hours to complete the five (5) course series certificate
- Self-paced online learning
- Scenarios and cases, videos, activities, questions, feedback, reflections
- Resources, glossary, business statistics, visual maps

## AFFIRM THE NECESSITY OF ALIGNING BUSINESS STRATEGY AND INFORMATION SYSTEMS PROJECTS

The Project Success and Innovation course affirms the necessity of aligning business strategy and information systems projects. Learners identify common project issues and ways to lessen their impact. Systems development methodologies are also examined. And, learners consider the opportunities and challenges of creating global information systems and explore innovation with emerging technologies.

## PROJECT SUCCESS AND INNOVATION LEARNING OBJECTIVES

- Verify business alignment of information systems projects for an increased probability of success.
- Recognize common information systems project issues and ways to lessen their impact on project success.
- Evaluate information systems development methodologies and the role testing plays in systems development success.
- Consider the opportunities and challenges of creating global information systems.
- Explore emerging technology opportunities with a strategic digital business focus.

## WHO SHOULD TAKE THE COURSE?

**Undergraduate students** can benefit their current studies, future employability, and entrepreneurial thinking by learning about the business strategy behind information systems projects, innovation models, and emerging technologies.

**New employees** can quickly orient themselves to the impact of aligning business strategy with information systems projects and innovation efforts.

**Existing employees** can better align their activities with others, increase productivity, and identify new business opportunities with a comprehensive view of project success and innovation.



## DIGITAL BUSINESS AND TECHNOLOGY CERTIFICATE SERIES

- Integrate emerging information technology knowledge with the business and management skills needed to move companies forward in the digital age
- Incorporate a global perspective for digital business
- Investigate key trends in information and emerging technologies
- Examine the legal and ethical considerations for digital business
- Apply knowledge to a diverse array of practical work in government, healthcare, retail, and other business settings



**The Digital Business and Technology Certificate series is designed in partnership with Harrisburg University of Science & Technology, by a team of subject matter experts with years of experience working on the cutting edge of business technology.**

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Information Systems' Impacts | e-Business and the Modern Enterprise | e-Commerce and the New Economy | Better Decision Making Using Business Intelligence | Project Success and Innovation

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### KEY INSTRUCTIONAL FEATURES

**Video insight from business leaders** – Get real-world perspectives from business leaders and prominent business educators that give a fresh perspective.

**Immersive learning activities** – Engage in interactive activities that require content exploration and cognitive engagement, resulting in a deeper level of immersion and comprehension.

**Business scenarios** – Explore concepts in a real-world context to increase application to the business environment.

**Scenario-based assessments** – Gauge your level of comprehension and review key concepts with scenario-based assessments that increase context and provide detailed feedback.

### KEY ADMINISTRATIVE FEATURES

**Easy to access and track** - Access online lessons and track activity through a personalized learning management system.

**Self-paced courses** – Learners take courses in multiple sessions, with the ability to pick up where they last exited through the built-in bookmarking feature.

**Leader's guides** – Faculty and facilitators can access pre-designed classroom activities to assist with using the online courses in a blended or flipped classroom.

### Contact Us

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