

## eCornell: How Certificate Programs Are Staffed (12/2019)

Information extracted from the [eCornell certificate program website](#).

Note. A "course" in the eCornell sense does not typically have the volume of, say, a MWF 10:10-11:00 course. It is more like a "module" in such a course.

<b>Marketing Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of the Instructor(s)</b>
Marketing Strategy	6	3600	Associate Professor
Web Design and Development	6	3600	Lecturer
Brand Management	6	3600	Visiting Lecturer, Professor
Corporate Communication	4	3600	4 Professors, Senior Lecturer
Digital Marketing	4	3600	Assistant Professor
Digital Photography	7	1499	Associate Professor
Marketing Analytics	6	3600	Professor
Strategic Hospitality	6	3600	Associate Professor
Integrated Marketing 360	12	7200	Assistant Professor, 2 Associate Professors, Professor
Hospitality Digital Marketing	5	3600	2 Professors, Associate Professor, Clinical Professor
<b>Data Science Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of the Instructor(s)</b>
Business Analytics	6	3600	Professor of Practice
Business Statistics	7	3600	Professor of Practice
Machine Learning	7	3600	Associate Professor
Data Analytics	3	3600	Professor
Data Analytics 360	5	5400	Professor
Marketing Analytics	6	3600	Professor
Software Development in Python	6	3600	Senior Lecturer
HR Analytics	4	3600	2 Associate Professors
<b>Technology Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of the Instructor(s)</b>
Software Development in Python	6	3600	Senior Lecturer
Machine Learning	7	3600	Associate Professor
Web Design and Development	6	3600	Lecturer
Blockchain Essentials	4	3600	2 Professors
Digital Transformation	7	3600	Professor
FinTech	4	3600	Senior Lecturer
Digital Leadership	4	3600	Professor
Design Thinking	6	3600	Lecturer
Product Management	6	3600	Lecturer
Innovation Strategy	5	3600	Lecturer
Technology Leadership	6	3600	Professor of Practice
Digital Photography	7	1499	Associate Professor

<b>Leadership Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of the Instructor(s)</b>
Leadership Essentials	7	3600	Associate Professor, Professor, Visiting Assistant Professor, Assistant Professor, Faculty, Dean
High-Performance Leadership	6	3900	8 Professors, Dean, Senior Lecturer
Innovation Strategy	5	3600	Lecturer
Technology Leadership	6	3600	Professor of Practice
Executive Leadership	8	4900	8 Professors, Senior Lecturer, Dean
Psychology of Leadership	6	3600	Clinical Professor
Women in Leadership	5	3000	Professor
Change Management	6	3600	8 Professors, Dean, Senior Lecturer
Business Strategy	6	3600	Associate Professor
Sales Growth	5	3600	8 Non-Cornell "Instructors"
Leading a Culture of Service Excellence	5	3600	Professor
VUCA Leadership	5	3600	Distinguished Senior Lecturer
Business Law	4	2400	4 Non-Cornell "Instructors", 5 Adjunct Professors, 4 Professors, Assistant Professor
Conflict Resolution	4	2400	2 Staff
Servant Leadership	5	3600	Senior Lecturer, 2 Professors
Engineering Leadership	6	3600	Professor of Practice
Digital Leadership	4	3600	4 Professors, Distinguished Senior Lecturer, 2 Visiting Faculty, Professor of Practice
Intrapreneurship	6	3600	3 Professors, 2 Visiting Faculty
Management Accounting	6	3600	Professor
Managing Global Teams	5	3000	Professor
International Public and NGO Management	3	2999	Professor
Public Sector Leadership	6	3600	Visiting Professor
Critical Thinking	6	3600	3 Professors, Clinical Professor
Diversity and Inclusion	5	3600	Associate Professor
Executive Women in Leadership	5	3600	Professor, Staff
Executive Presence	1	3600	Professor
Strategic Human Resources Leadership	6	3600	4 Associate Professors
<b>Project Management Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Project Leadership	6	3900	Senior Lecturer
Systems Design	7	4200	Senior Lecturer
Systems Thinking	6	3600	2 Visiting Faculty
Project Management	5	3900	Professor

Project Management 360	11	6850	Professor, Senior Lecturer
Product Management	6	3600	Lecturer
<b>Human Resource Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Human Resources Management	9	5400	5 Associate Professors, Associate Dean, Dean, 3 Professors
Human Resources Essentials	6	3600	3 Associate Professors, Professor, Assistant Professor, Faculty
Diversity and Inclusion for HR	6	3600	Associate Professor
Strategic Human Resources Leadership	6	3600	4 Associate Professors
HR Transformation	6	3600	3 Associate Professors
Recruiting and Talent Acquisition	6	3600	3 Associate Professors, Associate Dean, Professor, Assistant Professor
Conflict Resolution	4	2400	2 Staff
HR Analytics	4	3600	2 Associate Professors
PHR Prep	1	1700	Online Instructor
Employment Law	5	3600	Staff, Professor
Compensation Studies	4	2400	Associate Dean, Professor, Dean
Social Media in HR: From Policy to Practice	3	1800	1 Non-Cornell "Instructor", 2 Associate Professors
<b>Business &amp; Finance Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Accounting Certificate	4	3600	Professor
Business Analytics	6	3600	Professor of Practice
Business Economics	5	3000	Senior Lecturer
Financial Management	6	3900	2 Professors
Financial Success for Nonprofits	4	2400	Associate Dean
Management 360	38	15,500	Associate Dean, 2 Associate Professors, 13 Professors, Dean, Senior Lecturer
Business Statistics	7	3600	Professor of Practice
Blockchain Essentials	4	3600	
FinTech	4	3600	Senior Lecturer, 2 Professors
Entrepreneurship	6	3600	Staff
Management Accounting	6	3600	Professor
Business Strategy	6	3600	Associate Professor
Digital Transformation	7	3600	Professor
Product Management	6	3600	Lecturer
Business Law	4	2400	4 Non-Cornell Instructors, 4 Adjunct Professors, 3 Professors, Assistant Professor, 2 Professors
Sales Growth	5	3600	8 Non-Cornell Instructors

<b>Hospitality Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Hospitality Management	6	3600	Dean, 4 Professors, Associate Professor, Lecturer, Senior Lecturer
Hospitality Management 360	18	7900	Dean, 4 Professors, Associate Professor, Clinical Professor, Lecturer, Senior Lecturer
Leading a Culture of Service	5	3600	Professor
Hotel Planning and Design	5	3900	Senior Lecturer
Hotel Real Estate Investments and Asset Management	6	3600	Professor
Hotel Revenue Management	5	3600	Professor
Restaurant Revenue Management	5	3600	Professor
Advanced Hospitality Revenue Management: Pricing and Demand Strategies	5	3600	Professor
Revenue Management 360	18	7900	5 Professors, Clinical Professor, Associate Professor
Hospitality Digital Marketing	5	3600	2 Professors, Clinical Professor, Associate Professor
Strategic Hospitality Marketing	6	3600	Associate Professor
Food and Beverage Management	6	3600	Professor, Lecturer
Beer Essentials	4	1500	Lecturer
<b>Healthcare Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Strategic Healthcare Leadership	6	3600	Senior Lecturer, 3 Professors
Healthcare Change Management	4	2400	Senior Lecturer
Pharmaceutical Management	1		Professor
Healthcare Management	7	4400	Professor of Practice
Healthcare Facilities Planning and Design	6	3600	2 Senior Lecturers, Professor Emeritus, Faculty
Executive Healthcare Leadership	8	4800	Senior Lecturer, 3 Professors, Professor Emeritus, Faculty, Dean
<b>Real Estate Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Commercial Real Estate	6	3600	2 Lecturers, Professor
Hotel Real Estate Investments and Asset Management	6	3600	Professor
<b>Engineering Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Design Thinking	6	3600	Lecturer
Project Leadership	6	3900	Senior Lecturer
Project Management	5	3900	Professor
Project Management 360	11	6850	Professor, Senior Lecturer
Systems Design	7	4200	Senior Lecturer
Systems Thinking	6	3600	2 Visiting Faculty
Product Management	6	3600	Lecturer
Innovation Strategy	5	3600	Lecturer

Engineering Leadership	6	3600	Professor of Practice
<b>Partner Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Plant-Based Nutrition	3	1260	2 Non-Cornell Instructors
<b>Beekeeping Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Master Beekeeping	5	899	Extension Outreach Assistant, Extension Assistant, 2 Non-Cornell Instructors, Professor, Extension Associate
<b>Veterinary Certificates</b>	<b>#Classes</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
CPR Package: Basic and Advanced Life Support for Veterinary Technicians and Students	2	75	Associate Professor
CPR Package: Basic and Advanced Life Support for Veterinarians	2	150	Associate Professor
<b>Nutrition Certificates</b>	<b>#Courses</b>	<b>Cost</b>	<b>Title of Instructor(s)</b>
Nutrition and Healthy Living	6	2999	Professor
Nutrition Counseling	4	-	Lecturer