

## Enterprise Management (EM) Certificate Audit Academic Year 2023-24

**Please note** that some courses may not be offered this academic year and/or may experience scheduling or unit changes. Consult the [Sloan Course Browser](#) for the most current scheduling information about Sloan subjects (those numbered 15.xxx), and visit the [MIT Subject Listing & Schedule](#) for up-to-date information about courses taught in other departments.

MBA students may complete one or more Sloan certificate programs. Students who choose to complete more than one program may have a maximum overlap of two subjects between each pair of programs.

For more information, visit [Enterprise Management Certificate](#).

**1. REQUIRED SUBJECTS** Students must complete the subjects below. Students must take either 15.761, 15.814, or 15.900 in their first term; 15.401 may not be taken in their first term.

- [15.830](#) Enterprise Management Lab (Fall into IAP, 3 units in Fall, 6 units in IAP, required during 1<sup>st</sup> year)
- ES.608 SIP Workshop: Management Practice Hack-A-Thon (Required during 1<sup>st</sup> Spring SIP)
- [15.401](#) Managerial Finance (Fall/Spring, 9 units) **OR** [15.402](#) Corporate Finance (Fall/Spring, 9 units)  
*15.401 is a pre-requisite for 15.402. Students who have not taken 15.401 may register for 15.402 with the permission of the instructor or by passing the finance waiver exam.*
- [15.761](#) Introduction to Operations Management (Fall/Spring, 9 units)
- [15.814](#) Marketing Innovation (Fall/Spring, 9 units)
- [15.900](#) Competitive Strategy (Fall/Spring, 9 units)

**2. ELECTIVE SUBJECTS** Students must take a minimum of one elective. Electives are categorized below by career interest and industry, and students are encouraged to use these categories to ensure both sufficient specialization on their desired career and the broad background which is the signature of the EM Certificate.

### Product and Innovation Management/Marketing

- [15.283](#) Social Media Management: Persuasion in Networked Culture (Spring, 9 units)
- [15.356](#) Lead User Innovation Methods (Spring H4, 9 units, not offered AY22-23)
- [15.387](#) Entrepreneurial Sales (Fall/Spring, 12 units)
- [15.570](#) Digital Marketing and Social Media Analytics (Fall, 6 units)
- [15.783J, 2.739J](#) Product Design and Development (Spring, 12 units)\*
- [15.785](#) Digital Product Management (Spring H3, 6 units)
- [15.818](#) Pricing (Fall H1, 6 units)
- [15.819](#) Marketing Analytics (Spring, 9 units, not offered AY22-23)
- [15.821](#) Listening to the Customer (Spring H3, 6 units)
- [15.833](#) Business-to-Business Marketing (Fall H2, 6 units)
- [15.834](#) Marketing Strategy (Spring H3, 6 units)
- [15.846](#) Branding (Spring H4, 6 units)
- [15.847J, 9.550J](#) Consumer Behavior (Spring, 9 units)\*
- [15.910](#) Innovation Strategy (Spring H3, 6 units)

### Operations/Supply Chain Management

- [15.762J, 1.273J, IDS.735J](#) Supply Chain: Inventory Analytics (Spring H3, 6 units)\*
- [15.763J, 1.274J, IDS.736J](#) Supply Chain: Capacity Analytics (Spring H4, 6 units)\*
- [15.769](#) Operations Strategy (Spring, 9 units)
- [15.774](#) The Analytics of Operations Management (Fall, 12 units)
- [15.871](#) Introduction to System Dynamics (Fall H1/Spring H3, 6 units) or  
[15.873](#) System Dynamics for Business and Policy (Fall/Spring, 9 units)
- [15.784](#) Operations Laboratory (Spring, 9 units)

### Leadership Development/Strategy

- [15.013](#) Economics for Strategic Decisions (Fall, 9 units)
- [15.232](#) Breakthrough Ventures: Effective Business Models in Frontier Markets (Spring H3, 6 units)
- [15.320](#) Strategic Organizational Design (Fall, 9 units)
- [15.369](#) Seminar in Corporate Entrepreneurship (Spring H3, 9 units)
- [15.386](#) Leading in Ambiguity: Steering Through Strategic Inflection Points (Fall H2/Spring H4, 6 units)
- [15.398](#) Corporations at the Crossroads: Leading an Organization Through Change & Challenge (Fall/Spring, 6 units)
- [15.445](#) Mergers, Acquisitions and Private Equity (Spring, 9 units)
- [15.535](#) Business Analysis Using Financial Statements (Fall/Spring, 9 units)
- [15.768](#) Management of Services: Concepts, Design, and Delivery (Fall, 9 units)
- [15.903](#) Managing the Modern Organization: Organizational Economics and Corporate Strategy (Fall H2/Spring H4, 6 units)
- [15.904](#) Strategy and the CEO (Spring H4, 6 units, not offered AY22-23)
- [15.911](#) Entrepreneurial Strategy (Fall H1 / Spring H3, 9 units)

### Industry Specific Courses

#### *Analytics*

- [15.034](#) Econometrics for Managers: Correlation & Causality in a Big Data World (Spring, 9 units)
- [15.068](#) Statistical Consulting (Spring, 9 units)
- [15.071](#) The Analytics Edge (Fall/Spring, 12 units)

#### *Healthcare*

- [15.141J](#), [HST.918J](#) Economics of Health Care Industries (Spring H3, 6 units)\*
- [15.363J](#), [HST.971J](#) Strategic Decision Making in the Life Sciences (Spring, 9 units)\*
- [15.777](#) Healthcare Lab: Introduction to Healthcare Delivery in the United States (Fall into IAP, 9 units for Fall, 6 units for IAP)

#### *Sustainability*

- [15.915](#) Business Strategies for a Sustainable Future (Spring, 9 units)

#### *Technology*

- [15.358](#) Platform Strategy and Entrepreneurship (Spring H4, 6 units, not offered AY22-23)
- [15.567](#) The Economics of Information: Strategy, Structure and Pricing (Spring H3, 6 units)

Approved Substitution: \_\_\_\_\_

\* **Sloan students** should register for the Course 15 subject number for courses offered jointly with another MIT department.