

# 5G STRATEGY CERTIFICATE

## Program Description

How are you preparing for the next wave of digital transformation? Revenues from 5G wireless technologies are anticipated to exceed \$230 billion by 2025, offering dramatic improvements over previous generations of wireless communication and enabling significant business opportunities for applications never seen before.

From fixed broadband markets to B2B applications such as smart cities and the Internet of Things (IoT), this program will explore the capabilities of 5G and identify innovative products and services you can develop to better meet the needs of customers.

To help ensure your 5G-enabled innovation is successful, you will develop strategies to grow your network of users so you reach the critical mass needed to launch that network and create value for your users. You'll also have the opportunity to analyze the ecosystem of companies that influence 5G applications — suppliers, competitors, complementors — and determine how to differentiate your technology effectively. Finally, you'll explore how to create a sustainable business model and protect your product from threats such as competitor imitation or substitution, ultimately positioning yourself for success in this rapidly growing market.

## Key Takeaways

- Examine the key capabilities of 5G communication technologies focusing on speed, latency, reliability, data transfer capacity, and device-to-device communication
- Identify new products, services, or activities you can develop that take advantage of 5G technologies
- Build a network of users to reach the critical mass necessary to propel the growth of your 5G innovation
- Develop strategies to launch digital platforms and position your product within the ecosystem for long-term success
- Define your business model and value proposition to assess the viability of your product
- Apply market levers that reduce the ability of others to imitate your innovation

## What You'll Earn

- 5G Strategy Certificate from Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Telecommunication network leaders
- Entrepreneurs
- Research and development leaders
- Operations managers and leaders
- IT strategy managers
- Supply chain managers
- Business leaders looking to better understand the impact of 5G

## Total Investment

- 2 months to complete all the courses

## How To Enroll

For more information on how to enroll, please visit 5G Strategy Certificate (<https://ecornell.cornell.edu/certificates/technology/5g-strategy/>).

| Code                    | Title                                                                 | Hours |
|-------------------------|-----------------------------------------------------------------------|-------|
| <b>Courses</b>          |                                                                       |       |
| eCornell DYS561         | Innovating with 5G                                                    | 0     |
| eCornell DYS562         | Launching 5G Applications                                             | 0     |
| eCornell DYS563         | Building Your Market Advantage                                        | 0     |
| <b>Elective Courses</b> |                                                                       |       |
| eCornell CTECH20        | Blockchain Fundamentals                                               | 0     |
|                         | or eCornell CTE AI and Digital Technology: Opportunities and Pitfalls |       |