Digital Business Innovation, Certificate

BADBICERT

It is increasingly important for all business professionals to understand the nature of digital technologies and platforms. Broad technology skills, familiarity with managing technology projects, and specifying business requirements for technology platforms are essential skills valued by all corporations.

Description

The certificate program in digital business innovation provides students with a broad overview of today's digital information systems. Students are exposed to modern tools for transforming business processes, maintaining digital presence and developing analytical insights.

Students who complete the program are well suited for the business landscape, phenomenally transformed in recent years by digital innovations.

At a glance

- **College/school:** W. P. Carey School of Business
- **Location:** Tempe

Curriculum

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2025-2026 Catalog Year

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Requirement	Minimum Grade	Credit Hours
The certificate in digital business innovation requires 18 credit hours with at least 12 upper division credit hours. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or higher.		
CIS 105 Computer Applications and Information Technology (QTRS)	C	3
CIS 235 Introduction to Information Systems, Analytics and AI in Business	C	3

Requirement	Minimum Grade	Credit Hours
CIS 300 Web Design and Development	C	3
CIS 308 Advanced Excel in Business	C	3
CIS 311 Business Agile Project Management	C	3
CIS 312 Business Mobile Commerce and Monetization	C	3

Notes

Prerequisite courses may be needed in order to complete the requirements of this certificate.

Enrollment requirements

The certificate in digital business innovation is open to all majors.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded before the completion of an undergraduate degree. A student who already holds an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Career opportunities

Graduates who have combined the certificate in digital innovation with their major program of study may become more marketable to employers. They often decide to pursue employment in management, marketing, sales or communication.

Advanced degrees or certifications may be required for academic or clinical positions.

Contact information

Department of Information Systems | BAC 601
wpcareyis@asu.edu
480-965-3252