Certificate in A Systems Approach to Product and Service Design

Equipment that won't work. Parts that don't fit. Instructions that aren't clear.

All the result of a poor design process.

There is a right way to design products and services, which can be applied to almost any field or industry.

You can learn it through the Cornell *Systems Approach to Product and Service Design* Certificate program authored by Prof. Peter Jackson. In six two-week courses, you will master a proven eight-step methodology and structured process that can be used to take an idea to the point where it can be handed off for completion. Students will also gain the skills necessary to evaluate the entire product design and development lifecycle and how to manage this process efficiently.

In this certificate program, you will:

• Learn a structured methodology for designing products/services the right way
• Avoid the pitfalls that can lead to "designs gone wrong"
• Learn to effectively communicate design requirements across an organization
• Gain confidence in developing new products/services
• Learn how to lead new organizational initiatives

No special expertise in math or engineering principles is required, making the certificate program accessible and appropriate for professionals from a wide range of backgrounds.

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• 95% of students say the course material is applicable to their job responsibilities
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