STUDY PLAN · 2026

Three-Year Business & Management Curriculum

A BSc-style business programme: from discovering the firm to management tools, marketing, human resources, operations and strategy, using university courses on Coursera and free textbooks.

Year 1	Year 2	Year 3
Foundations	Business functions	Operations, strategy and innovation
423 h	**394 h**	**454 h**

1,271 h	6	99	10	11
of core coursework	semesters	courses	universities	reference textbooks

Data collected from coursera.org in November 2026 · Textbook availability checked on the same dates

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1. About the curriculum

This curriculum reproduces, for self-study, the structure of a business bachelor's degree: three years, five areas and a progression from discovering the firm to strategy. It is designed for a motivated beginner with end-of-high-school mathematics who can devote about ten hours a week to study.

THE FIVE AREAS

- **General management.** business functions, microeconomics, international business, entrepreneurship and ethics.
- **Management tools.** accounting, spreadsheet modelling, statistics, project management.
- **Marketing.** marketing strategy, digital marketing, marketing analytics.
- **People and organisations.** human resources, motivation, leadership, influence.
- **Operations and strategy.** management accounting, operations, supply chain, analytics, strategy and innovation.

THE PRINCIPLES BEHIND THE ORDER

- **The big picture first.** S1 introduces every business function before each is studied in depth.
- **Tools before functions.** Accounting, spreadsheet models, statistics and project management (S2) are then used in every semester.
- **Customers, then teams.** Marketing (S3) comes before people management (S4), as in most business degrees.
- **Strategy last.** Operations and analytics (S5), then strategy and innovation (S6) require a view of every function.
- **One project per semester.** Each semester ends with a project, and the curriculum with a dissertation.

LANGUAGES AND TOOLS

Excel or Google Sheets (S2, S3, S5), Python for statistics (S2), digital marketing tools (S3). No paid software is required.

2. Overview and workload

YEAR	SEM.	CONTENT	HOURS
Year 1 Foundations **423 h**	**S1**	**The firm and its environment** Business Foundations (78 h) Microeconomics Principles (28 h) Business and Marketing Strategies (59 h) Entrepreneurship: Growing Your Business (33 h)	198 h
	S2	**Management tools** Business and Financial Modeling (52 h) Statistics with Python (57 h) Project Management Principles and Practices (19 h) Business Value and Project Management (97 h)	225 h
Year 2 Business functions **394 h**	**S3**	**Marketing and customer data** Digital Marketing (136 h) Foundations of Marketing Analytics (60 h)	196 h
	S4	**Human resources and leadership** Human Resource Management: HR for People Managers (92 h) Leading People and Teams (56 h) Organizational Leadership (50 h)	198 h
Year 3 Operations, strategy and innovation **454 h**	**S5**	**Operations and analytics** Value Chain Management (107 h) Supply Chain Management (64 h) Business Analytics (65 h)	236 h
	S6	**Strategy and innovation** Business Strategy (53 h) Strategic Leadership and Management (70 h) Innovation: From Creativity to Entrepreneurship (95 h)	218 h
Core curriculum total			**1,271 h**
Options (optional)			+ 468 h

COURSE HOURS PER SEMESTER



SUGGESTED PACE

Over 40 study weeks a year, the curriculum takes about **11 h per week in year 1**, **10 h in year 2** and **11 h in year 3**. Lengths are Coursera's estimates; allow an extra 20 to 30% for reading and projects.

YEAR 1 · 423 HOURS

Foundations

Discover the firm and its functions, understand markets, then acquire the management toolkit: accounting, modelling, statistics and project management

S1

YEAR 1 · 198 HOURS · ≈ 10 H PER WEEK OVER 20 WEEKS

The firm and its environment

> Understand how a firm works, its main functions and its market, and discover entrepreneurship and business ethics.

TARGET SKILLS

- Marketing, accounting, finance, HR and operations: an overview
- Supply, demand, elasticities, costs and competition
- Marketing strategy and consumer behaviour
- International business and business cultures
- Reading a small firm's financial statements
- Ethics and responsible business models

END-OF-SEMESTER PROJECT

A diagnosis of a local SME: market and competitors, offer, simplified accounts, team and operations, in five pages.

THINGS TO WATCH

- Start with Business Foundations (Wharton): its five courses give the vocabulary for the whole curriculum.
- The Wharton capstone is peer-graded: allow two weeks for submission and reviews.

PROGRAMME

1

SPECIALIZATION · 6 COURSES · 78 H

Business Foundations

University of Pennsylvania · Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Introduction to Marketing	—	13 h	4.8 (13,523)
2	Introduction to Financial Accounting	—	15 h	4.7 (8,571)
3	Managing Social and Human Capital	Beginner	9 h	4.6 (2,618)
4	Introduction to Corporate Finance	—	9 h	4.6 (6,478)
5	Introduction to Operations Management	Beginner	16 h	4.5 (2,903)
6	Wharton Business Foundations Capstone	—	16 h	4.7 (433)

2

SPECIALIZATION · 4 COURSES · 28 H

Microeconomics Principles

University of Illinois Urbana-Champaign | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Microeconomics Principles	Beginner	9 h	4.8 (3,332)
2	Market Equilibrium, Government Policy & Elasticity	Beginner	6 h	4.9 (42)
3	The Theory of the Firm	Beginner	9 h	4.8 (36)
4	Public Goods, Common Resources, and Externalities	Beginner	4 h	4.9 (52)

3

SPECIALIZATION · 4 COURSES · 59 H

Business and Marketing Strategies

University of London | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Fundamentals of Marketing Strategy	—	6 h	4.6 (336)
2	Fundamentals of International Business	Beginner	19 h	4.6 (139)
3	Operations Systems Excellence	—	18 h	4.7 (89)
4	Consumption, Marketing and Culture	Beginner	16 h	4.7 (91)

4

SPECIALIZATION · 4 COURSES · 33 H

Entrepreneurship: Growing Your Business

University of Virginia | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Financial Accounting Fundamentals	Beginner	13 h	4.8 (2,913)
2	Ethical Leadership Through Giving Voice to Values	Beginner	11 h	4.7 (617)
3	New Models of Business in Society	—	5 h	4.7 (4,080)
4	Innovating with the Business Model Canvas	Beginner	4 h	4.6 (324)

FURTHER READING

Introduction to Business

OpenStax

An overview of business: legal forms, marketing, operations, finance and human resources.

Free (OpenStax) · openstax.org/details/books/introduction-business

Entrepreneurship

OpenStax

From idea to business model, funding and launch.

Free (OpenStax) · openstax.org/details/books/entrepreneurship

S2

YEAR 1 · 225 HOURS · ≈ 11 H PER WEEK OVER 20 WEEKS

Management tools

> Build spreadsheet models, reason with statistics, master financial accounting and run a project from scoping to closure.

TARGET SKILLS

- Quantitative models, risk and scenarios in spreadsheets
- Descriptive statistics, tests and regression
- Financial accounting: balance sheet, income and cash flow
- Designing and managing the organisation
- Project scoping, schedule, budget and risk
- Agile and waterfall methods

END-OF-SEMESTER PROJECT

The full plan of a real three-month project (breakdown, schedule, budget, risks), with a financial model under three scenarios.

THINGS TO WATCH

- Project Management Principles and Practices (UC Irvine) is short (19 h): take it before Illinois's two project courses.
- Statistics with Python needs basic Python: Python for Everybody (free) is enough to start.
- Introduction to Spreadsheets and Models is rated 4.2: practise on the files provided.

PROGRAMME

1

SPECIALIZATION · 5 COURSES · 52 H

Business and Financial Modeling

University of Pennsylvania | Beginner | Microsoft Excel, Microsoft PowerPoint

Stated prerequisites: High-school math through pre-calculus suggested

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Fundamentals of Quantitative Modeling	—	10 h	4.6 (9,396)
2	Introduction to Spreadsheets and Models	—	8 h	4.2 (3,893)
3	Modeling Risk and Realities	—	9 h	4.6 (2,227)
4	Decision-Making and Scenarios	—	9 h	4.6 (1,735)
5	Wharton Business and Financial Modeling Capstone	—	16 h	4.5 (525)

2

SPECIALIZATION · 3 COURSES · 57 H

Statistics with Python

University of Michigan | Beginner | Python, Jupyter, Matplotlib, NumPy, pandas, Seaborn, Statsmodels

Stated prerequisites: High school algebra; basic Python recommended

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Understanding and Visualizing Data with Python	Beginner	20 h	4.7 (2,741)
2	Inferential Statistical Analysis with Python	Intermediate	22 h	4.6 (938)
3	Fitting Statistical Models to Data with Python	Intermediate	15 h	4.4 (718)

3

SPECIALIZATION · 4 COURSES · 19 H

Project Management Principles and Practices

University of California, Irvine | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Initiating and Planning Projects	Beginner	5 h	4.7 (23,731)
2	Budgeting and Scheduling Projects	—	5 h	4.7 (9,393)
3	Managing Project Risks and Changes	—	5 h	4.7 (9,334)
4	Project Management Project	—	4 h	4.8 (3,425)

4

SPECIALIZATION · 6 COURSES · 97 H

Business Value and Project Management

University of Illinois Urbana-Champaign | Beginner | AI chatbots

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Financial Accounting: Foundations	Beginner	13 h	4.7 (4,678)
2	Financial Accounting: Advanced Topics	Intermediate	12 h	4.7 (1,774)
3	Designing the Organization	Beginner	13 h	4.7 (1,776)
4	Managing the Organization	Beginner	13 h	4.8 (1,553)
5	Project Initiation and Planning	Beginner	24 h	4.8 (153)
6	Project Execution and Control	Beginner	22 h	4.8 (69)

FURTHER READING

OpenIntro Statistics

D. Diez, M. Çetinkaya-Rundel, C. Barr

Descriptive statistics, tests and regression.

Free PDF · www.openintro.org/book/os

Project Management, 2nd Edition

A. Watt (BCcampus)

Project life cycle, planning, budgeting, risk and closure.

Free, CC BY 4.0 · opentextbc.ca/projectmanagement

Principles of Accounting, Volume 1: Financial Accounting

OpenStax

The accounting cycle and financial statements, with exercises.

Free (OpenStax) · openstax.org/details/books/principles-financial-accounting

YEAR 2 · 394 HOURS

Business functions

Master marketing in the digital age, then people management: human resources, motivation, leadership and influence

S3

YEAR 2 · 196 HOURS · ≈ 10 H PER WEEK OVER 20 WEEKS

Marketing and customer data

> Design and run a digital marketing strategy, and measure its effectiveness with marketing analytics tools.

TARGET SKILLS

- Digital marketing, social media and search
- Customer journey and engagement
- Emerging media, AI and data ethics
- Descriptive statistics and regression applied to marketing
- Forecasting, uncertainty and surveys
- Social media analytics

END-OF-SEMESTER PROJECT

A full digital campaign for a real brand: targets, customer journey, channels, budget, then a KPI dashboard and a sales forecast.

THINGS TO WATCH

- The Digital Marketing specialization (Illinois) is long (136 h): start it in week one.
- Foundations of Marketing Analytics (Emory) is rated 4.3 and works in Excel: redo the exercises on your own data.

PROGRAMME

1

SPECIALIZATION · 7 COURSES · 136 H

Digital Marketing

University of Illinois Urbana-Champaign | Beginner | Digital Marketing Tools

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	The Digital Marketing Revolution	Beginner	26 h	4.7 (1,829)
2	Marketing in a Digital World	Beginner	29 h	4.7 (17,096)
3	Digital Marketing: Customer Engagement Strategy	Beginner	13 h	4.5 (4,829)
4	Digital Marketing: Platforms, Data, and Technologies	Beginner	12 h	4.5 (3,363)
5	Digital Marketing Strategy: Navigating Emerging Media and AI	Beginner	19 h	4.4 (2,897)
6	Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World	Beginner	19 h	4.6 (3,177)
7	Digital Marketing Capstone	Beginner	18 h	4.5 (610)

2

SPECIALIZATION · 6 COURSES · 60 H

Foundations of Marketing Analytics

Emory University | Intermediate | Microsoft Excel

Stated prerequisites: Familiarity with business, marketing and statistics

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Meaningful Marketing Insights	Intermediate	11 h	4.3 (293)
2	Managing Uncertainty in Marketing Analytics	Intermediate	12 h	4.3 (69)
3	Forecasting Models for Marketing Decisions	Intermediate	12 h	4.4 (82)
4	Survey analysis to Gain Marketing Insights	—	5 h	4.5 (126)
5	Introduction to Social Media Analytics	—	9 h	4.3 (112)
6	Marketing Analytics Capstone Project	—	11 h	4.4 (30)

FURTHER READING

Principles of Marketing

OpenStax

Segmentation, positioning, the marketing mix and digital marketing.

Free (OpenStax) · openstax.org/details/books/principles-marketing

OpenIntro Statistics

D. Diez, M. Çetinkaya-Rundel, C. Barr

Descriptive statistics, tests and regression.

Free PDF · www.openintro.org/book/os

S4

YEAR 2 · 198 HOURS · ≈ 10 H PER WEEK OVER 20 WEEKS

Human resources and leadership

> Recruit, appraise and pay, motivate and grow a team, and exert influence across the organisation.

TARGET SKILLS

- Recruitment, onboarding and employment law
- Performance management and pay
- Motivation, talent and leading teams
- Influence, negotiation and storytelling
- Leadership and design-led innovation

END-OF-SEMESTER PROJECT

The HR file of a fictitious ten-person team: job descriptions, pay grid, annual reviews and a team leadership plan.

THINGS TO WATCH

- The Minnesota courses cover US employment law: compare with the law in your own country.
- The Northwestern courses are short (4 to 14 h): use the time to practise the negotiation exercises.

PROGRAMME

1

SPECIALIZATION · 5 COURSES · 92 H

Human Resource Management: HR for People Managers

University of Minnesota · Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Preparing to Manage Human Resources	—	19 h	4.8 (10,574)
2	Recruiting, Hiring, and Onboarding Employees	—	21 h	4.7 (4,727)
3	Managing Employee Performance	—	15 h	4.7 (2,802)
4	Managing Employee Compensation	Beginner	16 h	4.7 (1,921)
5	Human Resources Management Capstone: HR for People Managers	—	21 h	4.8 (925)

2

SPECIALIZATION · 5 COURSES · 56 H

Leading People and Teams

University of Michigan · Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Inspiring and Motivating Individuals	Beginner	17 h	4.8 (6,079)
2	Managing Talent	Beginner	14 h	4.6 (2,825)
3	Influencing People	Beginner	12 h	4.8 (4,292)
4	Leading Teams	Beginner	11 h	4.8 (2,428)
5	Leading People and Teams Capstone	Intermediate	2 h	4.8 (601)

3

SPECIALIZATION · 6 COURSES · 50 H

Organizational Leadership

Northwestern University | Intermediate

Stated prerequisites: Some related experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	High Performance Collaboration: Leadership, Teamwork, and Negotiation	Beginner	14 h	4.8 (3,536)
2	Leadership Communication for Maximum Impact: Storytelling	—	5 h	4.5 (1,373)
3	Leadership Through Social Influence	—	4 h	4.7 (1,387)
4	Leadership Through Marketing	—	9 h	4.6 (474)
5	Leadership Through Design Innovation	—	14 h	4.2 (342)
6	Organizational Leadership Capstone	Beginner	4 h	4.7 (114)

FURTHER READING

Human Resource Management

University of Minnesota Libraries Publishing

Recruitment, pay, appraisal, labour relations and employment law.

Free, CC BY-NC-SA 4.0 · open.lib.umn.edu/humanresourcemanagement

Organizational Behavior

OpenStax

Motivation, teams, leadership and organisational culture.

Free (OpenStax) · openstax.org/details/books/organizational-behavior

YEAR 3 · 454 HOURS

Operations, strategy and innovation

Run operations and the supply chain with data, then build strategy, innovate and lead the organisation

S5

YEAR 3 · 236 HOURS · ≈ 12 H PER WEEK OVER 20 WEEKS

Operations and analytics

> Master costs and operations, organise the supply chain and inform decisions through data analysis.

TARGET SKILLS

- Management accounting: costs, budgets and variances
- Operations management, quality and lean
- Logistics, demand planning and sourcing
- Marketing strategy and mix
- Customer, operations, people and accounting analytics

END-OF-SEMESTER PROJECT

Optimising a product's supply chain: demand forecast, safety stock, full cost and dashboard, with three costed recommendations.

THINGS TO WATCH

- Value Chain Management (Illinois) assumes basic statistics: S2 prepares for it.
- Supply Chain Management (Rutgers) uses Microsoft Excel for planning.

PROGRAMME

1

SPECIALIZATION · 6 COURSES · 107 H

Value Chain Management

University of Illinois Urbana-Champaign | Intermediate

Stated prerequisites: Some related experience; statistics recommended

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Managerial Accounting: Cost Behaviors, Systems, and Analysis	Intermediate	21 h	4.7 (1,385)
2	Managerial Accounting: Tools for Facilitating and Guiding Business Decisions	Intermediate	25 h	4.7 (652)
3	Operations Management: Organization and Analysis	Intermediate	14 h	4.7 (1,290)
4	Operations Management: Quality and Supply Chain	Intermediate	17 h	4.6 (1,232)
5	Developing a Winning Marketing Strategy	Beginner	17 h	4.8 (1,786)
6	Developing a Marketing Mix for Growth	Beginner	13 h	4.8 (746)

2

SPECIALIZATION · 5 COURSES · 64 H

Supply Chain Management

Rutgers the State University of New Jersey | Beginner | Microsoft Excel

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Supply Chain Logistics	Beginner	10 h	4.7 (11,883)
2	Supply Chain Operations	Beginner	12 h	4.8 (4,370)
3	Supply Chain Planning	Beginner	14 h	4.7 (3,088)
4	Supply Chain Sourcing	Beginner	12 h	4.7 (2,117)
5	Supply Chain Management Strategy	—	16 h	4.8 (1,232)

3

SPECIALIZATION · 5 COURSES · 65 H

Business Analytics

University of Pennsylvania | Beginner | Microsoft Excel

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Customer Analytics	—	14 h	4.6 (11,993)
2	Operations Analytics	Beginner	12 h	4.7 (5,150)
3	People Analytics	—	11 h	4.6 (6,194)
4	Accounting Analytics	—	12 h	4.5 (3,029)
5	Business Analytics Capstone	Intermediate	16 h	4.5 (780)

FURTHER READING

Principles of Accounting, Volume 2: Managerial Accounting

OpenStax

Costs, budgets and performance management.

Free (OpenStax) · openstax.org/details/books/principles-managerial-accounting

Introduction to Business

OpenStax

An overview of business: legal forms, marketing, operations, finance and human resources.

Free (OpenStax) · openstax.org/details/books/introduction-business

S6

YEAR 3 · 218 HOURS · ≈ 11 H PER WEEK OVER 20 WEEKS

Strategy and innovation

> Analyse competition, build growth and corporate strategy, lead the organisation and manage innovation.

TARGET SKILLS

- Competitive analysis and growth strategy
- Corporate strategy, mergers and acquisitions
- Team leadership and culture
- Creativity, strategic innovation and entrepreneurship
- Strategic planning and execution
- Writing a reasoned dissertation

END-OF-SEMESTER PROJECT

A final dissertation (15 to 20 pages): the strategic plan of a real company, or the launch plan for a new venture.

THINGS TO WATCH

- Designing the Organization and Managing the Organization, already taken in S2, are counted once.
- The dissertation brings together the skills of all six semesters: marketing, management, HR, operations and strategy.

PROGRAMME

1

SPECIALIZATION · 5 COURSES · 53 H

Business Strategy

University of Virginia · Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Foundations of Business Strategy	Beginner	9 h	4.8 (3,430)
2	Advanced Business Strategy	Beginner	10 h	4.8 (1,175)
3	Business Growth Strategy	—	11 h	4.7 (727)
4	Strategic Planning and Execution	—	11 h	4.7 (920)
5	Business Strategy in Practice (Project-centered Course)	—	12 h	4.7 (220)

2

SPECIALIZATION · 7 COURSES · 70 H

Strategic Leadership and Management

University of Illinois Urbana-Champaign · Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Leading Teams: Developing as a Leader	Beginner	14 h	4.8 (6,700)
2	Leading Teams: Building Effective Team Cultures	Beginner	14 h	4.8 (2,491)
3	Designing the Organization	Beginner	13 h	4.7 (1,776)
4	Managing the Organization	Beginner	13 h	4.8 (1,553)
5	Business Strategy	Intermediate	19 h	4.8 (2,100)
6	Corporate Strategy	Intermediate	11 h	4.7 (1,196)
7	Strategic Leadership and Management Capstone	Beginner	12 h	4.7 (395)

3

SPECIALIZATION · 6 COURSES · 95 H

Innovation: From Creativity to Entrepreneurship

University of Illinois Urbana-Champaign | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Strategic Innovation: Building and Sustaining Innovative Organizations	Beginner	14 h	4.8 (1,311)
2	Strategic Innovation: Managing Innovation Initiatives	Beginner	14 h	4.8 (742)
3	Creativity Toolkit I: Changing Perspectives	Beginner	21 h	4.8 (658)
4	Creativity Toolkit II: Creative Collaboration	Beginner	22 h	4.8 (414)
5	Entrepreneurship I: Laying the Foundation	Beginner	12 h	4.8 (1,334)
6	Entrepreneurship II: Preparing for Launch	Beginner	12 h	4.8 (771)

FURTHER READING

Mastering Strategic Management

University of Minnesota Libraries Publishing

Environmental analysis, competitive advantage, corporate strategy and implementation.

Free, CC BY-NC-SA 4.0 · open.lib.umn.edu/strategicmanagement

Principles of Management

OpenStax

Planning, organising, leading and controlling: the basis of strategy and organisation.

Free (OpenStax) · openstax.org/details/books/principles-management

6. Options

These specializations are not counted in the total. They suit the end of year 3 or after the curriculum, depending on the chosen direction.

Design thinking from user research to prototype (Darden). For a move towards innovation or product roles.

SPECIALIZATION · 4 COURSES · 53 H

Design Thinking

University of Virginia | Beginner

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Design Thinking: Insights to Inspiration	Beginner	14 h	4.7 (156)
2	Design Thinking: Ideas to Action	Beginner	14 h	4.6 (86)
3	Design Thinking: Discovery Tools	Beginner	14 h	4.7 (43)
4	Experiencing Design: Deepening Your Design Thinking Practice	Beginner	11 h	4.7 (71)

Advanced sourcing, operations and logistics (Rutgers), to specialise in supply chain.

SPECIALIZATION · 5 COURSES · 86 H

Supply Chain Excellence

Rutgers the State University of New Jersey | Advanced

Stated prerequisites: Supply chain management experience recommended

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Supply Chain Excellence	Intermediate	14 h	4.7 (499)
2	Sourcing Excellence	Advanced	23 h	4.1 (37)
3	Operations Excellence	Advanced	18 h	4.8 (40)
4	Logistics Excellence	Advanced	15 h	4.8 (94)
5	Supply Chain Excellence Capstone	Advanced	16 h	4.7 (29)

HR strategy, labour relations, globalisation and change management (Michigan).

SPECIALIZATION · 5 COURSES · 54 H

Extraordinary Human Capital Management

University of Michigan | Intermediate

Stated prerequisites: Some related experience recommended

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Human Capital: Foundations and Essentials	Intermediate	16 h	4.6 (18)
2	Human Capital: Strategic HR and Managing Talent	Intermediate	9 h	4.8 (45)
3	Human Capital: Teams, Unions, and Change Management	Intermediate	10 h	—
4	Human Capital: Globalization and Culture	Intermediate	10 h	—
5	Human Capital: Positive Downsizing and Navigating Politics	Intermediate	9 h	4.9 (17)

Organisational design, organisational behaviour and visionary leadership (Macquarie).

SPECIALIZATION · 4 COURSES · 101 H

Leading: Human Resource Management and Leadership

Macquarie University | Intermediate

Stated prerequisites: Some related experience

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Organisational design: Know your organisation	Beginner	20 h	4.9 (1,789)
2	Organisational behaviour: Know your people	Beginner	19 h	4.8 (1,548)
3	Adapt your leadership style	Beginner	32 h	4.8 (1,032)
4	Visionary leadership, identity & motivation: Become a meaning maker	Beginner	30 h	4.9 (881)

Leading technical and engineering teams, with academic credit (CU Boulder).

SPECIALIZATION · 3 COURSES · 66 H

Principles of Leadership: Leading Technical Organizations

University of Colorado Boulder | Beginner | academic credit

Stated prerequisites: No prior experience required

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Leadership Style and Building a High-Performance Team	Beginner	26 h	4.5 (22)
2	Accountability and Employee Engagement	Beginner	25 h	4.7 (17)
3	Value Creation and Building Enduring Relationships	Beginner	15 h	—

Corporate entrepreneurship and business model innovation, advanced level (Tec de Monterrey). One course is rated 3.8.

SPECIALIZATION · 4 COURSES · 108 H

Innovation and Entrepreneurship

Tecnológico de Monterrey | Advanced

Stated prerequisites: Industry experience

#	COURSE	LEVEL	LENGTH	RATING (REVIEWS)
1	Entrepreneurial Mindset	Advanced	28 h	4.4 (51)
2	Organizational innovation and creativity	Advanced	26 h	4.6 (17)
3	Design and innovation of business model	Advanced	27 h	3.8 (10)
4	Corporate Entrepreneurship	Advanced	27 h	4.9 (10)

7. Bibliography

All 11 works can be read free online, under the conditions stated.

1. **OpenStax**. *Introduction to Business*. Free (OpenStax). openstax.org/details/books/introduction-business
2. **OpenStax**. *Entrepreneurship*. Free (OpenStax). openstax.org/details/books/entrepreneurship
3. **D. Diez, M. Çetinkaya-Rundel, C. Barr**. *OpenIntro Statistics*. Free PDF. www.openintro.org/book/os
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8. Method and caveats

- **Data source.** Courses, lengths, levels and ratings come from coursera.org pages collected in November 2026, and from the “Business & Management Specializations”, “Economics & Finance Specializations”, “General Science Specializations” and “Data Science Specializations Coursera” files.
- **How hours are counted.** Totals add up the length stated for each course; a course that appears in two specializations is counted once.
- **What the curriculum does not cover.** Coursera offers few university specializations in business law, taxation or advanced negotiation; the free textbooks and options fill these areas.
- **Catalogue changes.** Coursera regularly changes its courses, lengths and ratings. Check each page before enrolling.
- **Textbooks.** Free availability was checked on the authors' and publishers' websites; licences differ.