Certification brief

Managing technology-driven business initiatives

HP Institute: business certification
Preparing business students to thrive in a technology-driven world with practical skills that achieve real business results

Expertise to align business needs and IT

Keeping up with the pace of technology is critical, and employers are looking for technology-savvy business professionals who can collaborate with IT to translate business objectives into technology strategies. However, it is a huge challenge for employers to find individuals with such well-rounded expertise.

The HP ATA – IT for Business certification enables business students to learn how to achieve business objectives through technology. With real-world scenarios, students gain practical experience defining business opportunities, evaluating IT solutions, planning, executing, and measuring the bottom-line results.

HP Institute

HP Accredited Technical Associate (ATA) certifications from HP Institute provide a complete learning solution for academia with both a technology career track and a business track. The HP ATA certifications validate real-world business and IT skills, preparing students for successful employment in today’s technology-driven world.

HP Institute technology certifications for engineering students include Cloud Computing, Connected Devices, Servers and Storage, and Networks. Learning solutions include courseware based on industry standards, videos to enhance the practical learning, practice tests, and certification exams that go well beyond simple concepts and product knowledge.

Why offer HP ATA certification?

- Combine business expertise and technology skills to boost your students’ employability
- Address the challenge of keeping up with rapidly changing technology and business environments
- Provide practical experience through real-world business scenarios that students can leverage immediately upon graduation
- Become a preferred provider of skilled expertise to employers in your community
- Your graduates get access to HP communities where our customers and partners search for HP-certified professionals

For academic, vocational, and government training programs, adopting the HP Institute comprehensive learning suite is simple and affordable. And, the bottom line: your business and engineering students differentiate themselves with the relevant and validated practical skills that employers require.
**HP ATA – IT for Business**

This certification validates the critical understanding of how technologies, such as cloud computing and IT services, can impact the performance of a business and its ability to innovate. The course is especially relevant to post-secondary business or technology students or professionals who want to align business objectives with IT to drive strategic IT projects. The competencies learned include:

- Identifying the key pillars of IT and describing how they are used to solve business problems
- Evaluating various solutions in collaboration with project team members
- Planning, executing, and monitoring an IT-driven solution using real-world scenarios with measurable results

Employers are seeking these business-savvy individuals with a technology background for competitive advantage. HP ATA certification validates the critical, problem-solving skills businesses need today.

**Applicable career paths**

The HP ATA – IT for Business certification prepares students for employment in these key job roles:

- Entrepreneur (writing business plans for new startups)
- Business analyst
- Product, program, or project manager
- Marketing program manager (particularly in emerging areas such as Big Data, mobility, or social media)
- Finance manager

**HP ATA – IT Architect**

This certification signifies to employers excellence in depth and breadth of knowledge with demonstrated skills to successfully scope, identify, recommend, plan, implement, and manage IT technology solutions to meet business objectives. The HP ATA – IT Architect is awarded to those who have achieved the HP ATA – Cloud certification and the HP ATA – IT for Business certification.

**Certification paves the way**

HP Institute and Certiport provide a complete program for students to transition from learning and certification to employment. The robust courseware, real-world labs, practice tests, and certification exams help ensure that students gain the critical knowledge and skills for a successful career in IT and in business.

**For more information**

HP is partnering with Certiport, Inc. to co-develop and distribute the HP Institute program. Certiport is the world leader in performance-based certification program management solutions with more than 12,000 academic institutions worldwide.

To learn more about the HP Accredited Technical Associate certification, visit certiport.com/hp.

To learn more about HP Institute, visit hp.com/go/institute.

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