STRATEGIC INNOVATION: TECHNOLOGY, ORGANIZATIONS, AND SOCIETY, GRADUATE/ PROFESSIONAL CERTIFICATE

REQUIREMENTS

The 12-credit program draws upon strategy and related courses in the School of Business, but students may select approved, elective courses from a variety of schools and colleges across the university that deepen students' capacity for:

- Analyzing new markets
- Managing research and product development processes in existing organizations
- Supporting organizational creativity
- Articulating innovative business models
- Identifying and appropriating the value of intellectual property
- Assessing society-level innovation systems

The certificate program offers foundational skills and knowledge appropriate for graduate students who anticipate working in dynamic organizations that depend on innovation to compete in the marketplace and/or use innovation to create value for society more broadly.

A student who has completed the certificate will be prepared to execute in-depth new product development plans for an existing organization or identify and evaluate innovation challenges in society.

Code	Title	Credits
Required Foundation Course		
M H R 715	Strategic Management of Innovation	3
Advanced Innovation Business Courses		**3-9**
M H R 722	Entrepreneurial Management	
M H R 741	Technology Entrepreneurship	
MARKETNG 737	New Product Innovation	
R M I 650	Sustainability, Environmental and Social Risk Management	
Electives		**0-6**
School of Business		
ACCT I S 300 or ACCT I S 700	Accounting Principles Financial Accounting	
M H R 704	Managing Behavior in Organizations	
M H R 705	Human Resource Management	
M H R 723	Business Strategy	
M H R 977	Emerging Entrepreneurship Theory and Research	
MARKETNG 300 or MARKETNG 700	Marketing Management Marketing Management	
OTM 758	Managing Technological and Organizational Change	
Law School		
LAW 751	Patent Law	
LAW 752	Copyright Law	
LAW 753	Introduction to Intellectual Property Law	
LAW 854	Clinical Program (Law & Entrepreneurship)	
College of Letters & Sciences		
COMP SCI/ ED PSYCH/ PSYCH 770	Human-Computer Interaction	
L I S 603	Research and Assessment for Information Professionals	
L I S 732	Strategic Information Services	
STS 901	Science, Technology and Medicine in Society	
College of Agricultural & Life Sciences		
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology	
A A E 706	Applied Risk Analysis	
A A E 875	Special Topics (Applied Business Economics)	
LSC 435	Brand Strategy for the Sciences	
LSC 625	Risk Communication	
LSC 902	Public Opinion of Life Science Issues	
College of Engineering		
B M E/I SY E 662	Design and Human Disability and Aging	
M E 349	Engineering Design Projects	
M E 549	Product Design	