

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

The graduate/professional certificate in strategic innovation seeks to provide knowledge and skills to students around the development of innovative products, services, and processes within an existing organization. The certificate is available to all UW–Madison graduate-degree-seeking students (excluding University Special students).

A student who has completed this certificate will have good foundational skills in areas ranging from market assessment, research and development, and product design to intellectual property strategy and portfolio management.

Interested students should see the Certificate in Strategic Innovation website (<https://business.wisc.edu/graduate/certificates/strategic-innovation/>) for specific information regarding declaring, withdrawing, or upon completion of the certificate. The Management and Human Resources Department will have the certificate noted on students' official university transcripts by the Office of the Registrar.