

STRATEGIC INNOVATION, CERTIFICATE

To obtain this graduate certificate, students must complete the three required courses and one elective with a GPA of 3.0 or better in each course. All students pursuing the certificate must apply for and be admitted to the certificate program. Note that this admissions process is separate from degree program admissions. There are three distinct channels through which this certificate can be delivered:

1. As an option for all DMSB graduate students. The certificate would appear on the graduate transcript of these students. Requirements for admission to the certificate program for these students are the same as those for the student's respective DMSB graduate program. These students must apply for the certificate prior to completing 24 hours of coursework in their graduate program.
2. As an option for all graduate students outside of DMSB. The certificate would appear on the graduate transcript of these students. Requirements for admission to the certificate program for these students are similar to those for the DMSB PMBA program. These students must apply for the certificate prior to completing 24 hours of coursework in their graduate program. Students can use the credits obtained from the certificate for a future DMSB graduate degree program, provided all courses used to earn the certificate are no older than 6 years at the time of graduation if applying for a master's degree or no older than 10 years at the time of graduation if applying for a doctoral degree. Once the certificate has been completed, credits obtained from the certificate cannot be used for a future DMSB graduate degree program. Similarly, credits from a completed degree program cannot be used for the certificate.
3. As a standalone (non-degree) option, for which students pay a per-course fee to enroll in certificate coursework. Requirements for admission to the certificate program for these students are similar to those for the DMSB PMBA program. Students can use the credits obtained from the certificate for a future DMSB graduate degree program, provided all courses used to earn the certificate are no older than 6 years at the time of graduation if applying for a master's degree or no older than 10 years at the time of graduation if applying for a doctoral degree. Once the certificate has been completed, credits obtained from the certificate cannot be used for a future DMSB graduate degree program. Similarly, credits from a completed degree program cannot be used for the certificate.

Core Courses (9 Hours)

Course	Title	Credits
MGMT 733	Strategic Management of Technology and Innovation	3
MGMT 776	Strategic Planning	3
MGMT 775	Competitive Strategy Analysis	3
Total Credit Hours		9

Elective Course (3 or 4 Hours)

Course	Title	Credits
Select one course from the following list:		3-4
ACCT 747	Accounting Information Systems for Strategic Management	
FINA 746	Risk Management	

IBUS 719	Social Networks and Global Leadership
IBUS 739	Design Thinking For Global Business (DT4GB)
MGMT 725	Human Resource Metrics and Research
MGMT 737	Human Resources Experiential Project
MGSC 790	Data Resource Management
MGSC 796	Information Systems
MGSC 897	Global Supply Chain Operations Management: Graduate Capstone Consulting Project
MKTG 708	Customer Relationship Management and Data Mining
MKTG 712	Topics in Marketing Thought and Practice
MKTG 717	Fundamentals of Marketing Analytics
MKTG 718	Social and Digital Media Strategies for Businesses
MKTG 750	Marketing Consulting Project
PHMY 850	Health Care Systems and Management
PHMY 963-PHMY 987	

Note: Electives are subject to approval by the Strategic Innovation Certificate Committee; students may request that other courses be substituted for the courses listed above. Only Doctor of Pharmacy students are eligible for enrollment within PHMY courses.