

UNDERGRADUATE EMBEDDED CERTIFICATE IN STRATEGY AND INNOVATION

Strategy and Innovation, as a practice, develops and integrates other functions – such as finance, marketing, and organizational behavior – to help us learn how firms gain and sustain competitive advantage. Strategy and Innovation focus on creating and capturing value for stakeholders with novel ideas, products, services, processes, and business models. While chief financial officers make financial decisions and chief marketing officers make marketing decisions, chief executive officers make decisions on corporate strategy and innovation.

For more information on Scheller College of Business certificates and how to apply, [click here](#).

Program of Study

Code	Title	Credit Hours
Pre-requisites before completing minor:		
ACCT 2101	Accounting I: Financial Accounting	
	or MGT 3Financial and Managerial Accounting	
MGT 3659	Foundations of Strategy	
Required courses		
MGT 3664	Corporate Strategy	3
MGT 4196	Strategy Consulting Practicum	3
MGT 4220	Integrative Management Experience	3
Select one (1) course from the following:		3
MGT 3661	Advanced Concepts in International Business	
MGT 3663	Technology Strategy	
MGT 4803	Behavioral Economics	
MGT 4803	Global Strategy	
MGT 4803	IP Strategy	
MGT 4803	Managerial Economics and Strategic Behavior	
MGT 4803	Strategic Entrepreneurship	
Total Credit Hours		12

- All courses must be completed with a 'C' or higher.
- Note that some courses require pre-requisites which students will be required to take. No course waivers will be offered.