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.

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<th>Program of Study</th>
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| Pre-requisites before completing certificate:
  - ACCT 2101 Accounting I: Financial Accounting
  - or MGT 3000 Financial 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:
  - MGT 3661 Advanced Concepts in International Business 3
  - MGT 3662 Management in the Healthcare Sector
  - MGT 3663 Technology Strategy
  - MGT 4667 Strat Entrepreneurship
  - MGT 4803 Special Topics in Management (Technology Innovation Lab)
| 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.