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).

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.

Students who successfully complete the requirements for the certificate and submit the required certificate declaration and certificate completion forms to the Department of Management and Human Resources office will have the certificate noted on their official university transcripts by the Office of the Registrar.

ADMISSIONS

To indicate interest in the certificate, students should have the following information available:

• UW–Madison student identification number
• UW–Madison-issued email address
• Name of current program or major