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

REQUIREMENTS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<td>MHR 715</td>
<td>Strategic Management of Innovation</td>
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Advanced Innovation Business 3-9

- MHR 722 Entrepreneurial Management
- MHR 738 Weinert Applied Ventures in Entrepreneurship (WAVE)
- MHR 741 Technology Entrepreneurship
- MARKETING 737 New Product Innovation
- RMI 650 Sustainability, Environmental and Social Risk Management

Electives 0-6

To reach the minimum credit requirement, students must select from the following courses.

School of Business

- ACCT S 300 Accounting Principles
- or ACCT S 700 Financial Accounting
- MHR 704 Managing Behavior in Organizations
- MHR 705 Human Resource Management
- MHR 723 Business Strategy
- MHR 977 Emerging Entrepreneurship Theory and Research
- MARKETING 300 Marketing Management
- or MARKETING 700 Marketing Management
- OTM 758 Managing Technological and Organizational Change

Law School

- LAW 751 Patent Law
- LAW 752 Copyright Law
- LAW 753 Introduction to Intellectual Property Law

College of Letters Sciences

- COMP SCI/ED PSYCH/PSYCH 770 Human-Computer Interaction
- LIS 603 Research and Assessment for Information Professionals
- LIS 615 Systems Analysis and Project Management for Information Professionals
- LIS 732 Strategic Information Services
- STS 901 Science, Technology and Medicine in Society

College of Agricultural Life Sciences

- AAE/MHR 540 Intellectual Property Rights, Innovation and Technology
- AAE 706 Applied Risk Analysis
- AAE 875 Special Topics (Applied Business Economics)
- LSC 435 Brand Strategy for the Sciences
- LSC 625 Risk Communication
- LSC 902 Public Opinion of Life Science Issues

College of Engineering

- BME/ISE 662 Design and Human Disability and Aging
- MIE 349 Engineering Design Projects
- MIE 549 Product Design

Total Credits 12

ELECTIVES

Students may select approved, elective courses from a variety of schools and colleges across the university that deepen students’ capacity to:

- analyze new markets,
- manage research and product development processes in existing organizations,
- support organizational creativity,
- articulate innovative business models,
- identify and appropriate the value of intellectual property, and
- assess society-level innovation systems.