



STRATEGIC INNOVATION AND ENTREPRENEURSHIP (CERTIFICATE)

Description

Innovation is considered a cornerstone for how companies create value for both customers and their shareholders. Entrepreneurs are the drivers of new ideas, products and services. In this 12-credit-hour online program, you learn how to assess growth decisions and options using a variety of qualitative frameworks, understand and apply principles and skills relevant to innovating new products and services, and identify, describe and analyze a business opportunity. If you're enrolled in our MBA programs, you can use your MBA electives to earn this graduate certificate at the same time.

Program-Related Information

Graduate Chair

Aaron Crabtree
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acrabtree2@unl.edu

Program Website

<https://business.unl.edu/>

Applying for Admission

Standard requirements for all graduate programs

- Application for Admission with \$50 non-refundable application fee (<https://graduate.unl.edu/admissions/requirements/#appfee>).
- Transcripts (<https://graduate.unl.edu/admissions/requirements/#transcripts>) (unofficial): Uploaded as part of application form.
If International: Uploads must include all college- or university-level transcripts or mark sheets (records of courses and marks earned), with certificates, diplomas, and degrees plus certified English translations.

After admission: Official documents are required from all students who are admitted and enroll. Photocopies of certified records are not acceptable. International students enrolled in other U.S. institutions may have certified copies of all foreign records sent directly to the Office of Graduate Studies by their current school's registrar office.

- If applicant's native language is not English, verification of English proficiency (<https://graduate.unl.edu/admissions/english-proficiency/>) is required.
When sending TOEFL scores, our institution code is 6877 and a department code is not needed.
- If applicant is not a US citizen and expects an F or J visa: financial information (<https://graduate.unl.edu/prospective/international/financial/>).
- Applicants must also fulfill any additional requirements the department specifies at the time of application.

Additional requirements specific to this program

- Resume
- Personal Statement: Include your professional goals and how enrolling in this certificate program will assist you in meeting your professional goals.

- Recommenders/References: Name three references. No recommendation letters are needed; these references will be contacted only if the committee deems it necessary.

Certificate programs are not considered degree programs, additionally, coursework for this program is delivered primarily online, so international students should be aware that admission to this program is ineligible for immigration forms for an F-1 student visa.

Requirements

Complete 12 credit hours as listed below:

Required Courses (6 credits)		6
GRBA 808	Foundations of Business Strategy	3
GRBA 853	Advanced Business Strategy	3
Electives (6 credits)		6
MNGT 818	Organization Designs for Competitive Advantage	3
ENTR 821	Identifying and Exploring Entrepreneurial Opportunities	3
ENTR 822	Entrepreneurship in Established Firms	3
ENTR 823	Business Plan Development and Decision Making	3
MNGT 840	Corporate Strategy and Entrepreneurship	3