

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

REQUIREMENTS

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REQUIRED COURSES

Code	Title	Credits
Foundation		
Students must complete the following course.		
M H R 715	Strategic Management of Innovation	3
Advanced Innovation Business		
Students must complete at least 3 credits from the following courses.		3-9
M H R 722	Entrepreneurial Management	
M H R 738	Wisconsin Applied Ventures in Entrepreneurship (WAVE)	
M H R 741	Technology Entrepreneurship	
MARKETNG 737	New Product Innovation	
R M I 650	Sustainability, Environmental and Social Risk Management	
Electives		
To satisfy the minimum credit requirement, students must select from the following courses.		0-6
ACCT I S 300	Accounting Principles	
	or ACCT I S 700 Financial Accounting	
M H R 704	Managing Behavior in Organizations	
M H R 705	Human Resource Management	
M H R 723	Business Strategy	
M H R 977	Emerging Entrepreneurship Theory and Research	
MARKETNG 300	Marketing Management	
	or MARKETNG 7 Marketing Management	
OTM 758	Managing Technological and Organizational Change	
LAW 751	Patent Law	
LAW 752	Copyright Law	
LAW 753	Introduction to Intellectual Property Law	
LAW 854	Clinical Program (Law & Entrepreneurship)	

COMP SCI/ ED PSYCH/ PSYCH 770	Human-Computer Interaction
L I S 603	Research and Assessment for Information Professionals
L I S 615	Systems Analysis and Project Management for Information Professionals
L I S 732	Strategic Information Services
STS 901	Science, Technology and Medicine in Society
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology
A A E 706	Applied Risk Analysis
A A E 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
B M E/I SY E 662	Design and Human Disability and Aging
M E 349	Engineering Design Projects
M E 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.