

STRATEGIC INNOVATION GRADUATE CERTIFICATE



SmartState Center
for Innovation +
Commercialization
Darla Moore School of Business



WHY STUDY STRATEGIC INNOVATION

Over the last two decades, entire industries have been restructured to accommodate rapid technological change and the continued innovation and growth needed to remain competitive.

The Strategic Innovation Certificate (SIC) is designed to address this demand by preparing students to successfully navigate an increasingly complex technological environment and develop the skills needed to strategically manage science, technology and innovation in the workforce.

Designed for working professionals and graduate students from all disciplines, the certificate includes three core management courses with a customizable elective choice to match individual goals and priorities. Students can build strategic innovation skills in areas such as analytics, enterprise resource planning systems, design thinking, cybersecurity, human capital, health care or stakeholder networks, among others.

ACADEMIC REQUIREMENTS

All candidates pursuing this certificate are required to complete four courses (12 credit hours) beyond the typical core coursework with a GPA of 3.0 or better across the four courses.

REQUIRED COURSES

- **MGMT 733:** Strategic Management of Technology and Innovation
- **MGMT 776:** Strategic Planning
- **MGMT 775:** Competitive Strategy Analysis

ELECTIVES

Choose one course from the list below:

- **ACCT 747:** Accounting Information Systems for Strategic Management
- **FINA 746:** Risk Management
- **IBUS 719:** Social Networks and Global Leadership
- **IBUS 739:** Design Thinking for Global Business (DT4GB)
- **MGMT 725:** Human Resource Metrics and Research

TYPICAL COURSE SEQUENCE

Fall I:
MGMT 733



Spring II:
MGMT 776



Full Summer:
MGMT 775



Any semester:
One Elective

ELECTIVES CONTINUED

- **MGMT 737:** Human Resources Experiential Project
- **MGSC 790:** Data Resource Management
- **MGSC 796:** Information Systems
- **MGSC 897:** Global Supply Chain Operations Management: Graduate Capstone Consulting Project
- **MKTG 708:** Customer Relationship Management and Data Mining
- **MKTG 712:** Digital Marketing and Social Media Analytics
- **MKTG 717:** Fundamentals of Marketing Analytics
- **MKTG 718:** Social and Digital Media Strategies for Businesses
- **MKTG 750:** Marketing Consulting Project

WHO SHOULD APPLY

The program is open to current graduate students as well as working professionals and any interested members of the public who are not involved in degree programs. Those interested in developing the skills needed to strategically manage science, technology and innovation are encouraged to apply.

HOW TO APPLY

Professional MBA Students

Contact **Quinn Jacob**, PMBA student services manager, to initiate the process. Students pursuing the SIC must apply for concurrent enrollment prior to completing 24 credit hours of PMBA coursework by sending a completed, signed and dated **G-CON form** for further review/processing by the Graduate School. Any G-CON form submitted in the same academic term in which a student plans to graduate from the PMBA program cannot be accepted, approved or processed.

Other Moore School Graduate Students

Current graduate students need to complete a **G-CON form**. Contact your program director with any questions.

Non-Moore School Students/Non-Degree Seeking Students

Students who are not currently enrolled in a graduate program at the Darla Moore School of Business need to apply through the **Graduate School at UofSC**.

Learn more at sc.edu/moore/strategicinnovation



About the Darla Moore School of Business

For more than a century, the Darla Moore School of Business at the University of South Carolina has provided outstanding business education to students who have gone on to become leaders in every business sector. Known worldwide for its top-ranked programs in international business and operations and supply chain, the Moore School is home to a world-class faculty and 12 major research centers. Upon graduation, Moore School students join an international network of more than 50,000 alumni working in all 50 states and more than 95 countries on six continents. Learn more at sc.edu/moore.