

CORPORATE INNOVATION AND ENTREPRENEURSHIP GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Shawn M. Clark
Program Code	CIENT
Campus(es)	World Campus

The graduate certificate in Corporate Innovation and Entrepreneurship is a 12-credit online program for industry professionals who are interested in developing a knowledge base and skill set in the area of innovation and entrepreneurship in the corporate sector. The program focuses on all aspects of corporate innovation management, such as: ideation, product / service development, managing customer experiences, brand management, entrepreneurial leadership, innovation strategies and methods, developing innovative corporate cultures, leading innovative teams, benchmarking, competitor assessment, future trend tracking, new venture creation, and technology commercialization. The certificate is geared towards individuals working in small businesses, on up to and including global conglomerates, where innovation and continuous improvement are imperative. Individuals interested in launching startup companies will also find this program beneficial.

For students interested in furthering their understanding and knowledge of this field, a Master of Management in Corporate Innovation and Entrepreneurship is available by taking an additional 21 credits of advance study. Courses taken in the certificate program may be applied toward the M.Mgt. in Corporate Innovation and Entrepreneurship, subject to restrictions outlined in GCAC-309 Transfer Credit (<http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/transfer-credit/>). Certificate students who wish to have certificate courses applied towards the M.Mgt. in Corporate Innovation and Entrepreneurship must apply and be admitted to that degree program. Admission to the Corporate Innovation and Entrepreneurship graduate degree program is a separate step and is not guaranteed.

Effective Semester: Fall 2024

Expiration Semester: Fall 2029

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

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see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Along with the submission of the online application and the nonrefundable application fee, the following is required:

- Statement of Purpose – Applicants must describe how professional experience and goals align with the Certificate in Corporate Innovation and Entrepreneurship, not to exceed 500 words.
- Vita or Résumé – Provide a one- to two-page listing of professional experience and education.

GRE/GMAT scores are NOT required.

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

Code	Title	Credits
Required Courses		
MBADM 850	Corporate Innovation and Entrepreneurship	3
Select three of the following core courses:		
ENTR 502	Business Modeling and New Venture Creation	9
ENTR 810	Emerging Trends, Technology, and Corporate Innovation	
ENTR 820	Corporate Innovation Strategies and Entrepreneurial Methods	
MGMT 870	Entrepreneurial Finance and Venture Funding	
Total Credits		12

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Objectives

- Graduates will be able to demonstrate competency in understanding the foundational concepts, theories, tools, and language of corporate innovation and entrepreneurship.

- Graduates will learn the techniques involved in thinking creatively and strategically to support innovation.
- Graduates will be able to demonstrate competency in analyzing, developing, and assessing new business models in light of future trends and changing market conditions.
- Graduates will be able to demonstrate competency in the methods, practices, and activities associated with launching a new venture or startup and turning it into a viable business initiative.
- Graduates will be able to demonstrate competency in how to make an organization more innovative by leveraging business strategy, teams, processes, leadership, and corporate culture.

Contact

Campus	World Campus
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Program Website	View (http://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-corporate-innovation-and-entrepreneurship-certificate/overview/)