

# CORPORATE INNOVATION AND ENTREPRENEURSHIP GRADUATE CREDIT CERTIFICATE PROGRAM

---

## 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.