

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