In a competitive business landscape, winners and losers are determined by how well firms strategize and innovate to outmaneuver their competitors. The concentration in Strategy and Innovation focuses on topics that develop a deep understanding of these critical functions of a firm’s leaders. The courses required for the concentration will equip students with the knowledge, skills, and perspectives necessary to effectively craft strategies and lead innovation in increasingly dynamic, competitive, and resource-constrained business environments. This concentration is made up of courses designed for those interested in holding leadership positions in, or consulting to, established or entrepreneurial organizations. However, given that strategy and innovation are critical considerations in many organizational roles, students could consider pairing the concentration in Strategy and Innovation with an interdisciplinary concentration in Entrepreneurship, Global Business, or Social Enterprise, or with a functional concentration in Accounting, Finance, IROM, or Marketing.

**Curriculum Requirements**

**A minimum of two (2) courses from the list below:**

- MAN 385 – Technology Strategy
- MAN 385.62 – Corporate Governance
- MAN 385 – Leading Innovation and Change
- MAN 385 – Introduction to Entrepreneurship
- MAN 385.22 – New Venture Creation
- MAN 385 – Management Sustainability Practicum

**A maximum of three (3) additional courses from the list below:**

- MAN 385.33 – Management and Marketing in the Global Arena
- MAN 385 – Business, Law, and Innovation
- MAN 385.2 – The Art of Leadership
- MKT 382 – Customer Insights
- MKT 382 – Strategic Marketing
- MIS 382 – Managing Complexity
- MIS 383N.13 - Managing Innovation in a Global Company
- LEB 380 – Intellectual Property
- OM 386 – Managing Projects

**Total credit hours: 15**

**Career Opportunities**

- Management Consulting
- Corporate Strategy
- Business Development
- Leadership Development Programs
- New Product Development
- Product/Program Management
- General Manager of Department or Division