

# Strategy, Professional Certificate

## Requirements

The professional Certificate in Strategy requires 12 s.h. of credit. Students must earn a cumulative grade-point average of at least 2.75 in certificate coursework.

The certificate is open to individuals with a desire to gain tools for formulating and executing strategies for a competitive business advantage. It is also open to current Iowa MBA Program students. Students in the Iowa MBA Program may complete the certificate as they work toward their degree; the certificate is designed to fit into the MBA curriculum allowing students to earn the MBA and certificate without additional coursework.

Certificate courses are offered online and select courses may occasionally be offered in Des Moines at the John and Mary Pappajohn Education Center (JMPEC).

Students should consult MyUI for course availability and/or discuss course offerings with their advisor.

The Certificate in Strategy requires the following coursework.

Course #	Title	Hours
Both of these for a total of 6 s.h.:		
MBA:8300	Foundations in Strategy	3
MBA:9300	Strategy in Action	3
Two of these for a total of 6 s.h.:		
MBA:8310 or MBA:8320	Business Integration Strategic Business Growth	3
MBA:8500	Seminar in International Business	3
ENTR:9450 or ENTR:9100	Strategic Management of Technology and Innovation Entrepreneurship and Innovation	3
MKTG:9320	Strategic Brand Positioning	3

## Combined Programs

### Certificate/Graduate Degrees

Students can pursue a professional Certificate in Strategy concurrently with their graduate degree. A separate application to each degree program is required. Applicants must be admitted to both programs before they may be admitted to the combined degree program.

With graduate program approval, students may count up to 9 s.h. from the professional certificate toward their graduate degree.

With approval from the professional certificate program, students may count up to 3 s.h. from any graduate degree program toward their certificate.

Students should contact their degree program and the certificate program to work out combined program details.

## Admission

Admission decisions are based upon completed application materials, including academic performance along with quality and quantity of work experience. For specific guidelines, see Certificate-Only Admissions on the Tippie College of Business website.

Applicants whose first language is not English must score at least 100 (internet-based) on the Test of English as a Foreign Language (TOEFL) or must have a successful admission interview. In place of the TOEFL, the certificate program accepts satisfactory International English Language Testing System (IELTS) scores. For more information, see English Requirements for MBA Admission on the Office of Admissions website.

Applications are accepted throughout the year; admission is for summer, fall, or spring entry.