

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