



4 Courses

Strategic Management

Strategy Formulation

Strategy Implementation

Strategic Management -  
Capstone Project



May 10, 2023

**Rafael Vela**

has successfully completed the online, non-credit Specialization

# Strategic Management and Innovation

This Specialization explores the evolving world of business strategy, focusing on the increasingly important roles of design, user experience, and innovation in shaping competitive advantage. You'll learn about concepts such as goal setting, value creation, global integration, and diversification, and you'll critique classic theories and frameworks in the context of new business realities. In the final Capstone Project, you'll create and defend a holistic business strategy in response to a realistic case study prompt.

Rob Austin, Professor,  
Management of  
Creativity and  
Innovation

Marcus Møller Larsen,  
Assistant Professor,  
Strategic Management  
and Globalization

Nicolai Pogrebnyakov,  
Associate Professor,  
International Economics  
and Management

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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