

The College of New Jersey
New Graduate Certificate

Name of Graduate Certificate: Strategy, Innovation and Leadership

Term Effective Date: Fall 2019

Home School: School of Business

Home Department: Management

Type of Approval

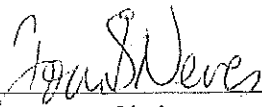
New Graduate Certificate within a Department New Interdisciplinary Graduate Certificate

Modification of Existing Graduate Certificate Deactivation (no replacement)

Briefly describe the certificate program and its requirements. For interdisciplinary certificate programs, list other departments and schools with courses. See attachment.

Initial Approval

In the case of new graduate certificates, the signatures indicate that all affected units within a school have reviewed the attached proposal, and that the attached proposal includes a detailed outline of the curriculum and needed resources such as: a. faculty and support of instruction for all units involved; b. library resources; c. equipment, laboratory support, and computer support; and d. facilities for all units involved. If the program does not involve courses outside the home department, the proposal is submitted to the Steering Committee after this step.



Department Chair

12/06/2018

Date



School Curriculum Committee

12/10/2018

Date



Dean

12-6-2018

Date

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Attachment

Briefly describe the certificate program and its requirements. For interdisciplinary certificate programs, list other departments and schools with courses.

The TCNJ School of Business is offering a two year Master of Business Administration (MBA) directed toward early career professionals using a “T” style structure offered via blended and online courses. The “T” style name comes from combining initial in-depth study of a particular topic (the leg of the “T”), with the breadth of typical MBA Core courses. Upon completing a seven-course sequence in a specialization in the first year, students will receive a graduate certificate. A new specialization in Strategy, Innovation and Leadership has developed as a third option for students who wish to develop their skills in leading strategically on issues of technological change and innovation, resource mobilization and ethical leadership.

At the end of the first year, Records and Registration will conduct a paper audit and award the students their graduate certificate. Records and Registration will notate the student’s transcript, create the official certificate, and mail the certificate to the students. However, students who wish to earn the full MBA degree, must continue their enrollment into the second year of the program and successfully complete the remaining coursework.

Strategy, Innovation and Leadership (7) Courses in Year 1:

- Strategy and Sustained Competitive Advantage
- Innovation
- The Art of Persuasion: Communication for Business
- Psychology of Management
- Negotiations and Dispute Resolution
- Strategic Human Resource Management
- Management Practicum: New Product Development