

GRADUATE CERTIFICATE IN INNOVATION LEADERSHIP



Western
Carolina
UNIVERSITY

College of Business

YOUR IDEAS CAN CHANGE THE WORLD

Are you ready to immerse yourself in a highly collaborative environment, supported by experienced business mentors, where you will be able to expand your own network of innovative, driven professionals?

Rather than navigating years of trial-and-error, financial setbacks, and high risks with limited rewards – you could feel confident leading your existing business, team, or community into the future through innovation.

In today's fast-paced business landscape, organizations are constantly confronted with change. This creates both challenges and opportunities for innovation and growth.

The Graduate Certificate in Innovation Leadership program addresses the emerging practice of Intrapreneurship, broadly defined as the application of entrepreneurial capabilities to develop new ventures and value-add initiatives within an existing firm. Our graduate certificate program curriculum equips professionals working within existing organizations to become innovative change agents, developing the knowledge and expertise needed to drive and sustain organizational transformations.

Students in our graduate certificate program join a collaborative and supportive learning community, working alongside faculty and peers who are passionate about leading innovation activities and creating or growing intrapreneurial ventures within organizations.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

WHO IS THIS PROGRAM FOR?

Our graduate certificate program is designed for professionals (and future professionals) across all fields who want to lead innovation and drive growth from within an organization. This program is ideal for leaders, managers, and innovators who are eager to lead meaningful changes within their industries. It emphasizes intrapreneurship, which is creating value and innovating within established structures and organizations.

Our program helps you answer questions like:

- How do I approach change and transition in context of my organization?
- How do I help lead change and innovation within my team or organization?
- What tools and strategies can I adopt to help me better lead and evolve through these transitions?
- Are there good case examples that can help me better prepare for these responsibilities?

These are excellent questions – and the resources and learning experiences facilitated in this program can help prepare you for these responsibilities.

Learn How to Lead Innovation

Our program is among fewer than 6% of programs accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB).

Through a mix of online learning and real-world scenarios, our Graduate Certificate in Innovation Leadership is the right choice for anyone eager to learn what it takes to lead innovation within an organization.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

MORE THAN A CERTIFICATE

Our Graduate Certificate in Innovation Leadership program is more than a certificate. It's a life-changing learning opportunity that will expand the way you think and how you execute your innovation strategies. You will acquire the soft and hard skills necessary to be an innovation leader.

Our graduate certificate program curriculum will teach you how to think strategically about the entire scope of an innovation capability. Students will be empowered to drive innovation through learning what it takes to create innovative change strategies, build implementation teams, and measure organizational impact. With a key emphasis on Design Thinking Strategies, Systems Thinking, Lean Startup Methodology, and other cutting-edge paradigms, students will learn from real world case studies that show successful innovation projects and simulate leadership challenges through collaborative group projects.

GRADUATE CERTIFICATE IN INNOVATION LEADERSHIP COURSES



- **ENT 601: Entrepreneurial Innovation**
- **ENT 615: Design Thinking**
- **ENT 635: Intrapreneurship: Innovation within Organizations**
- **ENT 637: Building Innovative Organizations**



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

Students who choose this graduate certificate program are typically acting from the perspective of a non-owner leader within an organization and aim to:

- Build an innovation capability
- Drive renewal, growth, and expansion
- Complement industry knowledge and expertise with leadership skills
- Accelerate strategic growth through innovation
- Update their professional skills to include innovation and entrepreneurial practices needed by companies faced with rapidly changing environmental contexts
- Enhance skills needed for leadership positions within innovative organizations
- Strengthen a family-owned business to help lead the organization into the future
- Encourage and empower employees to become innovative change agents within an existing organization

The hallmarks of our programs align with the professional demands across numerous industries to develop and support startup entrepreneurs, managers, and leaders who are able to:

- Apply innovation and creativity to managing people/projects
- Consider new and innovative approaches to solving problems
- Navigate uncertainty, ambiguity, and risk, while supporting teams through change, experimentation, and transition
- Demonstrate and apply industry-specific expertise, responsibility, critical thinking, initiative, and communication skills



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

FACULTY INDUSTRY EXPERIENCE

Because our faculty have real-world business experience and are engaged in business research and consulting, they can help students understand the link between theory and practice, sharing real-life examples from their careers and anchoring the learning outcomes to match what businesses need most from graduates.

For example, faculty have worked with the National Science Foundation (NSF), National Health Administration (NHA), and other federal agencies on grants and helping commercialize new products or initiate new ventures.



Our Faculty Have Experience With:

- Starting Their Own Ventures
- Consulting Firms
- Economic Development Organizations
- Small Business Administration Organizations
- Family Businesses
- Manufacturing Facilities
- Trade Industries
- Retail Establishments
- Fortune 500 Firms
- Non-Profit Organizations
- Private School Charters
- State Agencies
- Federal Agencies
- And More



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

AFFORDABLE PAYMENT OPTIONS TO FIT YOUR BUDGET

Financial Assistance and Tuition Rates

With some of the most competitive graduate tuition rates in North Carolina, we keep affordability and accessibility a priority. We make it easy for you to elevate your career prospects while seizing the opportunity to earn an affordable graduate certificate.

View our [tuition and fee](#) rates online. Look for the “graduate business” category (students using military benefits may get special rates, listed under the “military graduate business” category).

Scholarships are available to all students, with a university-wide application deadline of February 1, and a College of Business graduate scholarship deadline of June 30, for the upcoming academic year. To learn more about scholarships and how to apply, visit our [scholarships webpage](#).

International Applicants

As a fully online program, we welcome candidates from around the world to study from their home countries. International applications are evaluated based upon English language proficiency and prior coursework / degree equivalencies.

Approved transcript evaluation agencies and more information on international applicant requirements are available by visiting internationalgrad.wcu.edu.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

ADMISSION REQUIREMENTS

Prospective graduate students must hold a bachelor's degree from a regionally accredited college or university.

Application Requirements:



Copies of transcripts



Minimum 3.0 GPA *

*An applicant who has successfully completed a graduate degree previously or who has a letter of recommendation from an employer does not have to meet the undergraduate grade point average requirement.

Application Deadlines: April 1, August 1, December 15



How to Apply

Applicants can [apply online](#) through the Graduate School at WCU.

Additional Admissions Information

Please visit the [Graduate Certificate in Innovation Leadership program page](#) to get the most up-to-date admissions information by following these links:

- [Application Deadlines](#)
- [Admissions Requirements](#)
- [Attend an Upcoming Virtual Open House](#)



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

WHAT CAN WCU OFFER YOU AND YOUR FUTURE?

Tucked away in the mountains of western North Carolina, WCU is a close-knit community of faculty and students working together to build a global network. With more than 11,500 students attending Cullowhee, Asheville, and online programs, WCU offers a large network of students and alumni locally and across the country (and around the world!) to leverage for future networking opportunities.

WCU has more than 120 undergraduate majors and concentrations and more than 40 graduate programs focusing on high-demand degrees, including various programs in business, engineering, science, healthcare, education, humanities, and the arts.

WCU's College of Business graduate programs provide a diverse range of graduate degrees and certificates for recent graduates and working professionals. We focus on developing the relevant skills, experience, and leadership acumen needed to advance in an increasingly competitive global economy.

Relationships Matter to Us

WCU College of Business faculty value one-on-one relationships with students, supporting them throughout their graduate experience and continuing to offer mentorship after the graduation caps have been thrown and tassels turned to the other side.

Our professors share deep business wisdom and offer a rich experience to empower students in their careers now and well into the future. We aim to foster lasting relationships with alumni and local businesses to keep our community thriving together.

Why Enroll at WCU College of Business?

Our accredited and devoted faculty are the #1 reason students love their graduate experience at WCU.

Our programs are built around deeply engaged faculty who not only have years of experience as educators but are also leaders in their respective fields, bringing their diverse knowledge directly into each classroom.

We believe education should be accessible and affordable for anyone dedicated and willing to learn. WCU offers students an affordable, high-quality education that carries all the prestige of the UNC system.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.

WCU offers students an affordable, high-quality education that carries all the prestige of the UNC system.

World-Class Faculty

More than 94% of the faculty members in the College of Business hold doctoral degrees representing 38 different universities. Beyond the classroom, senior faculty members publish research, work in public service, and provide private consulting. Faculty members are also active in professional organizations and serve as editors for professional and academic journals.

Real-World Education and Experience

Our programs offer an immersive learning environment with a proven and collaborative approach that mirrors the demands of dynamic business environments. We focus on expanding critical thinking, decision-making, and problem-solving skills so you can leave the program feeling confident in your next career move. You will emerge personally and professionally empowered to pursue a career as a thought leader, or star employee.

Flexibility

Whether you are a working professional looking to move up the ranks in your field, or a recent undergraduate who wants an educational advantage as you enter the workforce, our programs are designed for your individual needs.

Accreditations

Western Carolina University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate, Master's, and Doctorate Degrees.

WCU's College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the premier global accrediting agency for business programs. Less than 6% of business schools have AACSB accreditation for their graduate and undergraduate programs.



To begin your application, visit gradapply.wcu.edu
Contact an admissions officer at (828)227-7398
or send us an email to grad@wcu.edu if you have any questions.



College of Business