

GRADUATE CERTIFICATE IN STRATEGIC MANAGEMENT

The graduate certificate in strategic management program prepares future business leaders with strategic management principles by emphasizing the executive manager’s perspective and evaluating the strategy of various types of organizations in the global economy. The curriculum covers key areas associated with strategic management, including corporate strategy, competitive strategy, corporate political and nonmarket strategy, business and government relations, strategic decision making, strategic networks, and strategic leadership. The program is recommended for individuals interested in the fields of consulting, business development, corporate strategy, corporate political strategy, sustainability, strategic compliance, and business and government relations.

Visit the program website (<https://business.gwu.edu/graduate-certificate-strategic-management/>) for additional information.

ADMISSIONS

Visit the School of Business website (<https://business.gwu.edu/graduate-applications/>) for admissions information.

Supporting documents not submitted online should be mailed to:

The GW School of Business
 Attn: Graduate Admissions
 2201 G Street, NW, Suite 550
 Washington, DC 20052

Contact for questions:

business@gwu.edu
 202-994-1212)

Hours: 9 am to 5 pm, Monday through Friday

Visit the School of Business website (<https://business.gwu.edu/graduate-applications/>) for additional admissions information.

REQUIREMENTS

The following requirements must be fulfilled: 12 credits, including 3 credits in a required course/courses and 9 credits in elective courses.

Code	Title	Credits
Required		
3 credits in strategy foundations selected from the following*:		
SMPP 6204	Strategy Concepts	
or MBAD 6288	Strategic Management	
or		

MBAD 6286 & MBAD 6287 Strategic Management I and Strategic Management II

Electives

6 credits (two courses) in strategy-focused electives selected from the following:

SMPP 6202	Business-Government Relations
SMPP 6210	Strategic Environmental Management
SMPP 6218	Topics in Business and Society
SMPP 6290	Special Topics (Strategic Leadership and Social Capital)
SMPP 6290	Special Topics (Strategic Negotiations and Ethics)
SMPP 6290	Special Topics (Strategic Networking)
SMPP 6290	Special Topics (Fraud, Corruption, and Scandal)

3 credits (1 course) selected from the following or from above.

IBUS 6401	International Business Strategy
MGT 6253	Leadership and Executive Development
MKTG 6255	Strategic Brand Management

*The option to take MBAD 6288, or MBAD 6266 and MBAD 6287, is restricted to MBA students. All other students take SMPP 6204 to meet this requirement.