

# Certificate in Nonmarket Strategy

## Integrated Study of Business, Economics, and Public Policy

Promotes a deeper understanding of the ways in which business success and principled leadership are shaped by complex regulatory, political, cultural, and social forces beyond the market and the relationships and interactions among firms, governments, and the public.

12-credit sequence of integrated MBA coursework (7.5 elective credits; 4.5 core credits) reinforcing understanding of and extending exposure to the business challenges and opportunities in the nonmarket environment.

## Certificate Coursework

### Certificate elective requirements: 4.5 credits

*The Miracle of Markets?* (1.5 cr)

*Strategies Beyond the Market* (1.5 cr)

*The Nonmarket Environment in DC* (1.5 cr)

### Certificate MBA elective choice: 3 credits

Selections from a list of MBA elective courses designated for certificate study (off-list courses including non-MBA courses with advance approval)

### MBA core overlap: 4.5 credits

*Structure of Global Industry* (3 cr)

*Business and Policy in a Global Economy* (1.5 cr)

**Selective admissions: All MBA students are eligible to apply**

### Application and selection criteria

- Statement of interest
- Minimum GPA 3.0

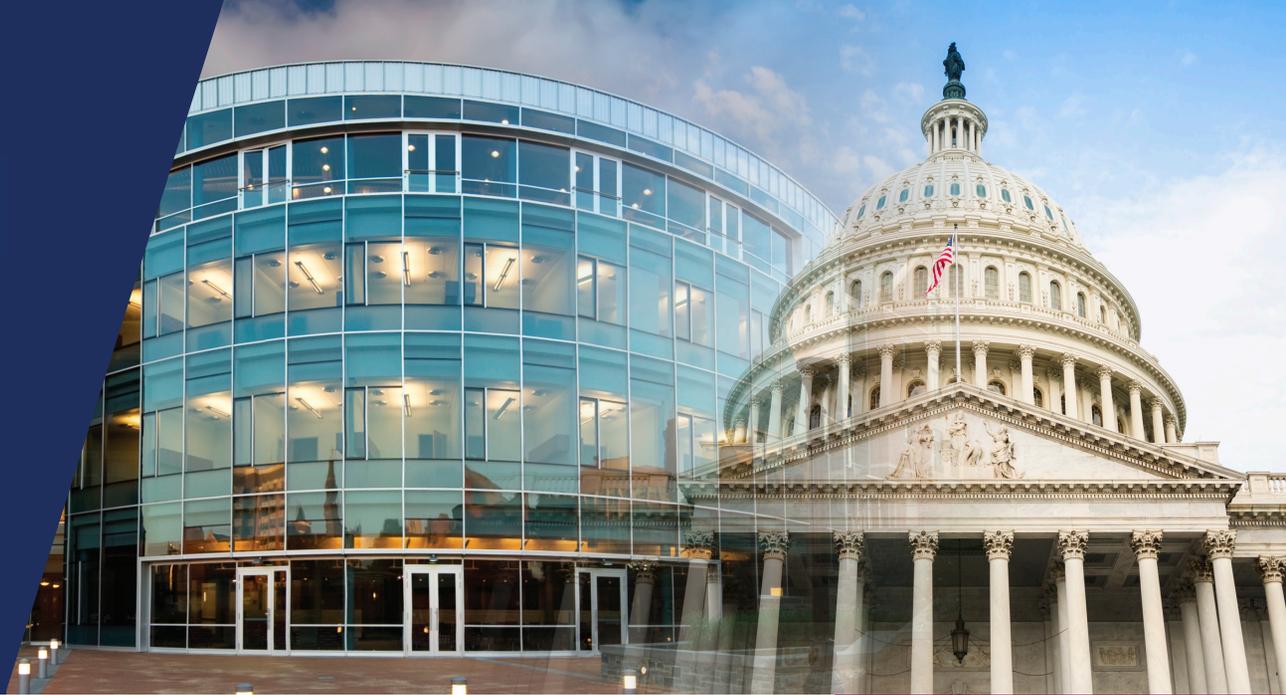
### Enrollment

- Students notified of admission and enrolled in the certificate program in January

### Award of certificate

- Awarded upon completion of the MBA and all certificate coursework
- Transcript notation: “*Certificate in Nonmarket Strategy*”

# Certificate in Nonmarket Strategy



## Inviting Applications to the MBA Certificate Program in Nonmarket Strategy

The certificate program is designed for and limited to enrolled McDonough MBA students. Each year, McDonough students are selected to participate through an application process open to students in their first year of study in the Full-time program and to students in their second year of study (or beyond) in the Flex program. The certificate program is a three-semester sequence of study. Program participants who successfully complete the certificate requirements upon graduation will receive notation of this distinction on their official university transcript.

Next Application Deadline: January 2, 2020

<b><i>Application Open</i></b>	<b><i>Notification of Acceptance</i></b>	<b><i>Period of Study</i></b>
December 2019	January 2020	Spring 2020, Fall 2020, Spring 2021

An open house reception for prospective NMS certificate students featuring a panel of current students and alumni will be held in November, along with two information sessions presented by certificate program faculty.