



4 Courses

Strategic Management

Strategy Formulation

Strategy Implementation

Strategic Management -
Capstone Project



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NIKOLAI SHCHELKOV

has successfully completed the online 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

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