

Graduate Certificate in IT Business Strategy

Move from having a seat to a VOICE at the business strategy table.

In today's business landscape, organizational decisions must account for disruptions in the external market environment, which affects information technology (IT) strategy, assets and resource priorities. As a result, the role of CIOs is changing.

In response, Executive Education at The Ohio State University Max M. Fisher College of Business created the online Graduate Certificate in IT Business Strategy, designed to teach IT professionals how to anticipate, assess and prioritize how a company responds to market forces through the lens of business strategy.

100%
online

10
months to
complete

VALUE TO IT PROFESSIONALS

- Increased confidence to lead
- Problem solving expertise through data-driven decision making
- Network of IT professional
- Transferable credits to a Master's degree at Fisher

VALUE TO ORGANIZATIONS

- Development of technical CIOs who will drive strategic initiatives
- Future-proof technology investments to shape business strategy
- Broader pool of C-Suite talent
- Immediate ROI through capstone projects



PROGRAM COMPONENTS

13.5 CREDIT HOUR CORE CURRICULUM

Eight graduate-level courses:

- Data Analysis for Managers
- Developing High Performance Teams
- Strategy Formulation and Implementation
- Technology and Innovation Strategy
- IT Discipline Fundamentals
- Professional Development
- Accounting for Decision Makers
- Finance

All courses are online, mixed between asynchronous and synchronous delivery.



BUILD LEADERSHIP ASSESSMENT

Completed at the beginning and end of the program, the BUILD Leadership Assessment measures 18 core leadership competencies and provides participants with individualized reports and recommendations.

"The IT function has taken on a new role that goes well beyond supporting operations. Technology is now central to the business and is driving innovation, new product offerings, customer interactions and more.

So, while IT leaders have always been there to support the strategic initiatives of the business, they now need to have a more direct role in driving the strategy."

CAPSTONE PROJECT & COACHING

Projects are identified and completed in partnership with the participant's organization and provide instant real-world application of learning. Hand-selected industry coaches provide project guidance and oversight throughout the program.

John Hrusovsky
GCITBS Cohort '22-'23
President, JJH Consulting, Ltd.
Senior Technology Executive
with 35+ years of experience

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