

Graduate Certificate in IT Business Strategy

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

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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.

CAPSTONE PROJECT & COACHING

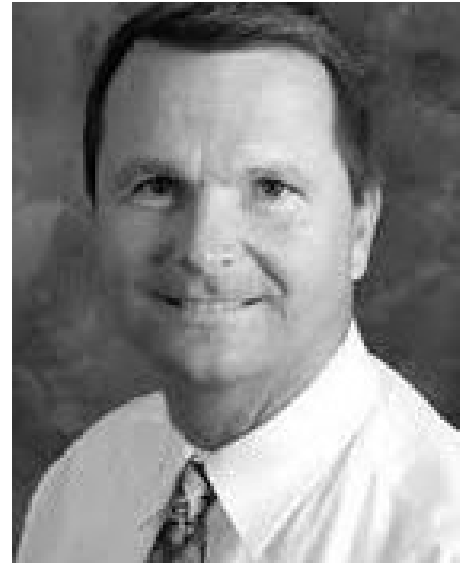
Projects are identified and completed in partnership with the participant's organization and provide instant real-world application of learning. Hand-selected industry coaches provide project guidance and oversight throughout the program.

Contact us:

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Learn more at:

go.osu.edu/GCITBS



"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."

John Hrusovsky

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



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OF BUSINESS