

Strategy & Innovation

Undergraduate Concentration

Strategy is defined by this question: Why are some enterprises successful while others fail? The practice of innovation is defined by a similar question: Why and how do some enterprises innovate successfully while others fail?

Strategy and Innovation, as a practice, develops and integrates other functions – such as finance, marketing, and organizational behavior – to help us learn how firms gain and sustain competitive advantage. Strategy and Innovation focus on creating and capturing value for stakeholders with novel ideas, products, services, processes, and business models.

Concentration Requirements

- ▶ Start with MGT 3659
- ▶ Take 18 credit hours of Concentration Electives
- ▶ Concentration Elective options and additional information can be found on our website

Why Choose this Concentration?

With a Strategy and Innovation concentration, students develop an understanding of the concepts of strategic management with an emphasis on innovation and sustainability in a global context. Students will acquire a set of analytical tools, and develop skills in analyzing, evaluating, formulating, and implementing competitive strategies. The primary objective of this concentration is to develop each student as a strategic thinker trained and experienced in taking advantage of business opportunities.



Get Involved!

Join the
Undergraduate Consulting Club

Email ucc.gatech.i@gmail.com



Georgia Tech
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Career Outcomes

What Can I Do With this Concentration?

Global corporations and consultancies offer positions in strategy or innovation or both strategy *and* innovation. Strategy consultancies – the three elite firms are McKinsey & Company, the Boston Consulting Group (BCG), and Bain & Company – offer internships and entry-level positions, as do global corporations in virtually every industry. This concentration prepares students for these positions requiring excellent academic ability, quantitative skills, and team skills, as well as proficiency in analysis of financial, industry, and market data.

Career Trends

- Analyst
- Advisory Associate
- Operations Analyst
- Project Planning Analyst
- Production Analyst
- Corporate Analyst
- Business Operations Consultant
- Associate Business Consultant
- Technology Strategy & Innovation Lead
- Product Strategy & Innovation Manager
- Innovation Analyst
- Strategy Analyst



\$71,470 Average Starting Salary & **\$7,923** Average Signing Bonus*

*All information from 2019-2021 Scheller Alumni survey responses



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