

INNOVATION FOR THE PUBLIC GOOD CERTIFICATE

The Carolina Graduate Certificate in Innovation for the Public Good (CIPG) gives master's and doctoral students an educational pathway to explore modern design thinking and innovation changemaking and practice the skills they need to help create meaningful change in the world. The certificate is sponsored by three academic units: the College of Arts and Sciences, Gillings School of Global Public Health, and the School of Education. Additional promotional and operational support is provided by Innovate Carolina.




CIPG provides students from any department design thinking and innovation mindsets, tools and methods they need to work effectively across disciplines to solve complex problems and create innovations for the public good. By earning the certificate, students become skilled in methods that they can apply to their doctoral or thesis research. CIPG also equips them with career-ready skills that they can use when working on multi-disciplinary teams in businesses, non-profits and government agencies that increasingly demand the ability to apply cross-sector, community-engaged practices.

Course Requirements

Code	Title	Hours
Core Course		
Foundational Design Thinking Course:		
HBEH/PLCY 748	Design Thinking for the Public Good	3
or EDUC 818	School Psychology Intervention and Assessment III	
Electives		
Students must take a total of 3 credits for Innovation Methods, Tools, and Best Practices. See viable course options below.		3
Students must take a total of 3 credits for Social Innovation in Practice. See viable course options below.		3
Minimum Hours ¹		9

¹ CIPG students are required to take at least 3 credits outside of their home school. For example, if you are a Gillings student and take HBEH 748 and HPM 890, which are both offered through Gillings, you will need to take your final 3-credit course outside of Gillings. (LC: Students in the College of Arts and Sciences need to take at least 3 credits outside of their home department and PLCY students cannot enroll in the HBEH 748 section of the course to satisfy this requirement.)





Code	Title	Hours
Innovation Methods, Tools and Best Practices Electives		
HPM 890	Special Topics in HPM (HPM 890.013 Systems Thinking & Collective Impact) ²	3
PLCY 745	Mixed Methods and Program Evaluation ²	3
PLCY 790	Social Entrepreneurship ²	3
PUBH 718	Systems and Design Thinking for Public Health Leaders ²	3
ANTH 898	Seminar in Selected Topics (Decolonizing Methodologies)	3
BUSI 521	Design Thinking: The Innovation Process for Complex Problems	3

EDUC 767	Introduction to Educational Innovation	3
EDUC 845	Instructional Strategies for Teaching and Learning in Digital Contexts	3
GEOG 541	GIS in Public Health	3
HBEH 690	Special Topics in Health Behavior (Rapid Prototyping)	3
HBEH 730	Theoretical Foundations of Health Behavior	3
HBEH 749	mHealth for Behavior Change	2
HBEH 753	Qualitative Methods in Health Behavior	3
HPM 715	Health Economics for Policy and Management	3
HPM 742	Health Care Finance	3
HPM 743	Health Care Reimbursement	1
HPM 745	Financial Management and Analysis for Public and Nonprofit Entities	3
HPM 760	Healthcare Quality and Information Management	3
HPM 767	Implementation Science in Health	3
HPM 772	Techniques for the Economic Evaluation of Health Care	3
INLS 534	Youth and Technology in Libraries	3
INLS 719	Usability Testing and Evaluation	3
MBA 804D	Managing and Communicating in Turbulent Times	2
MBA 833A	SYSTEMS THINKING: SUST (Taught in seminar (weekend) format.)	3
MBA 833D	Sustainability Reporting & Certification (Taught in seminar (weekend) format.)	3
MBA 850A	Sustainable Community Development	3
MEJO 463	News Lab: Creating Tomorrow's News Products	3
MEJO 530	Green Brand Lab	3
MEJO 560	Environmental and Science Journalism ^H	3
MEJO 581	User Experience Design and Usability	3
MEJO 811	Persuasion and Social Influence	3
MEJO/HBEH 825	Seminar in Interdisciplinary Health Communication	3
MHCH 722	Global Maternal and Child Health	3
NURS 960	Proseminar in Nursing (A series of three 1-credit courses.)	3
PLAN 576	 Urbanism in the Global South	3
PLAN 636	 Urban Transportation Planning	3
PLAN 639	 Complete Streets	3
PLAN 738	Transportation Policy and Planning	3
PUBH 754	Research Frameworks and Methods for Assessing and Improving Population Health	3
PLCY 770	Impact Investing and Community Finance	3
PLCY 799	Selected Topics in Public Policy (Nonprofits and Public Policy)	3

^H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

² Highly recommended course options.

Code	Title	Hours
Social Innovation in Practice Electives		
EDUC 758	Immigration and Education	3

EDUC 761	Design of Emerging Technologies for Education	3	PUBA 758	Navigating Nonprofit Local Government	3
EDUC 919	Design of Technology-Enhanced Learning Environments	3	PUBA 763	Grant Writing and Evaluation	1.5
FOLK 790	Public Folklore	3	PUBH 718	Systems and Design Thinking for Public Health Leaders	3
GEOG 435	 Global Environmental Justice	3	PUBH 730	Leading Continuous Quality Improvement (CQI) in Public Health Locally And Globally	3
GLBL 450H	 Social Change in Times of Crisis: Knowledge, Action, and Ontology	3	PUBH 731	Public Health Social Marketing	3
GLBL 481H	 NGO Politics	3	PUBH 783	Mass Criminalization, Mass Incarceration & Public Health	3
GLBL 487H	 Social Movements: Rethinking Globalization	3	PUBH 791	Core Principles in Public Health Leadership	3
GLBL 489	 Paradigms of Development and Social Change H	3	SOWO 750	Cognitive Behavioral Therapy	1.5
GLBL 890	Special Topics in Global Studies (Approaches to Conflict Transformation)	3	SOWO 764	Motivational Interviewing for the Treatment of Addictive and Mental Health Disorders	1.5
GRAD 717	Introduction to Entrepreneurship and The Entrepreneurial Mindset	1.5	SOWO 792	Program Development and Proposal Preparation	1.5
HBEH 705	Lesbian, Gay, Bisexual, Transgender and Queer Health: A Population Perspective	3	SOWO 793	Asset Development Practice	1.5
HBEH 765	Cancer Prevention and Control Seminar	3	SOWO 881	Development Theory and Practice in Global Settings	3
HBEH 775	Introduction to Public Health Policy and The Policy-Making Process	3			
HPM 730	Leadership and Workforce Management Strategies	3			
HPM 745	Financial Management and Analysis for Public and Nonprofit Entities	3			
HPM 758	Underserved Populations and Health Reform	3			
HPM 767	Implementation Science in Health	3			
INLS 584	Information Ethics	3			
INLS 737	Inclusive Information Services for Diverse Populations	3			
MBA 803C	Corporate Communication: Social Advocacy and Activism	3			
MBA 824	MGMT WORKPLACE DIVERSITY	3			
MBA 848A	StartUp-UNC I	1.5			
MBA 848B	StartUp-UNC II	1.5			
MEJO 530	Green Brand Lab	3			
NURS 425	Global and Interprofessional Approaches to Solve Complex Cases	3			
PLAN/ENEC 420	Community Design and Green Architecture	3			
PLAN 651	Urban Form and the Design of Cities	3			
PLAN 764/ PUBA 734	Community Development & Revitalization Techniques	4.5			
PLCY 483	 Natural Disasters, Inequality, and Public Policy	3			
PLCY 485	Poverty, Health, and Human Development in Low Income Countries	3			
PLCY 530	 Educational Problems and Policy Solutions H	3			
PLCY 661	Global Health Law & Policy	3			
PLCY 662	Global Health and Human Rights	3			
PUBA 731	Public Budgeting and Finance	3			
PUBA 734	Community Development & Revitalization Techniques	4.5			
PUBA 738	Managing Local Government Services	3			
PUBA 756	Nonprofit Management	3			
PUBA 757/ SOWO 885	Financial Management of Nonprofit Organizations	3			

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Non-Course Certificate Requirements

- Community of practice requirement