

Graduate Certificate in Innovation for Public Good (CIPG) (revised July 2024)

The certificate program requires students to take **9** credits: 3 credits for a foundational design thinking course; 3 credits for innovation methods, tools, and best practices; and 3 credits for social innovation in practice.

As a reminder, students must take at least **3 credits outside of their home school** (if they are in a degree program outside the College of Arts & Sciences) **or outside their home department** (if they are in a degree program within the College of Arts & Sciences). For example, a MSW student in the School of Social Work would need to take at least 3 credits outside of SSW, and an MPP student in the Department of Public Policy within the College of Arts & Sciences would need to take at least 3 credits outside the Department of Public Policy.

The courses below have been pre-approved by the CIPG Advisory Board to meet requirements.

If you would like us to consider a substitution request, [please fill out this course substitution form](#). All requests will be reviewed and approved/declined by the Advisory Board.

Foundational Design Thinking Course (3 credits)

CIPG students must take either HBEH/PLCY 748 or EDUC 818 to fulfill the foundational core course requirement.

HBEH/PLCY 748: Design Thinking for the Public Good (Fall and Spring). Priority will be given to students enrolled in the certificate or those applying for the certificate. NOTE: The fall section of this course has been taught on Tuesdays from 5:30-8:30 pm via Zoom (remote format) and the spring section of this course has been taught on Wednesdays from 11:15-2:15 pm in-person (no hybrid option available).

EDUC 818: School Psychology Intervention and Assessment III: Human-Centered Design and Innovation Research

The courses below have been approved by the Advisory Board to fulfill the Innovation Methods, Tools and Best Practices and Social Innovation in Practice requirements as indicated.

While each of these courses has been approved in the past, this does NOT guarantee that these courses will be offered each academic year. Please reference the course catalog for up-to-date course offerings.

Innovation Methods, Tools and Best Practices (3 credits)

Choose a course from the following list of **highly recommended options**:

HPM 890.013: Systems Thinking & Collective Impact

PLCY 745: Mixed Methods and Program Evaluation

PLCY 790: Methods and Tools for Social Entrepreneurship

PUBH 718: Systems and Design Thinking for Public Health Leaders

If needed, students may substitute the following courses for this requirement:

ANTH 898: Decolonizing Methodologies

BUSI 521: Design Thinking: The Innovation Process for Complex Problems

EDUC 767: Educational Innovation & Technology, Integrative Seminar I

EDUC 845: Instructional Strategies for Teaching and Learning in Digital Contexts

GEOG 541: Geographic Information Systems in Public Health

HBEH 730: Theoretical Foundations of Behavioral and Social Science

HBEH 753: Qualitative Research Methods

HBEH 690: Rapid Prototyping

HBEH 749: Health for Behavior Change (2 credits)

HPM 715: Health Economics for Policy and Management

HPM 742: Health Care Finance

HPM 743: Healthcare Reimbursement (1 credit)

HPM 745: Financial Management and Analysis for Public and Nonprofit Entities

HPM 751: Dental Public Health and Access to Oral Health

HPM 760: Healthcare Quality and Information Management

HPM 767: Implementation Science in Health

HPM 772: Techniques for the Economic Evaluation of Health Care

INLS 534: Youth and Technology in Libraries

INLS 719: Usability Testing and Evaluation

MBA 804D: Leading Diverse & Inclusive Organizations (2 credits)

MBA 833A: Systems Thinking for Sustainable Enterprise. Taught in seminar (weekend) format.

MBA 833D: Sustainability Reporting & Certification. Taught in seminar (weekend) format.

MBA 850A: New Urbanism, Smart Growth & Sustainable Development

MEJO 463: News Lab: Creating Tomorrow's News Products

MEJO 530: Green Design Lab

MEJO 560: Environmental Science and Journalism

MEJO 581: User Experience Design and Usability

MEJO 811: Persuasion and Influence

MEJO/ HBEH 825: Seminar in Interdisciplinary Health Communication

MHCH 722: Global Maternal and Child Health

NURS 960 Proseminar: Digital Methods in Health Care and Quality Improvement (a series of three 1-credit courses)

PLAN 576: Political Economy of Poverty and Inequality

PLAN 636: Urban Transportation Planning

PLAN 639: Complete, Safe, and Equitable Streets

PLAN 738: Transportation Policy and Planning

PUBH 428H: Public Health Entrepreneurship

PUBH 754: Research Frameworks and Methods for Assessing and Improving Population Health

PLCY 770: Impact Investing

PLCY 799: Nonprofits and Public Policy

Social Innovation in Practice (3 Credits)

All courses are 3 credits except where noted. Students may combine two 1.5 credit courses to fulfill one 3 credit requirement.

Choose from the following list of courses:

EDUC 758: Immigration and Education

EDUC 761: Special Topics Design of Emerging Technologies for Education

EDUC 919: Design of Technology-Enhanced Learning Environments

FOLK 790: Public Folklore

GEOG 435: Environmental Politics

GLBL: 401: Paradigms of Development and Social Change

GLBL: 450H: Social Change in Times of Crisis: Re-imagining How We Know, Think and Do Change

GLBL 481H: NGO Politics

GLBL: 487H Social Movements Rethinking Globalization: From the Zapatistas to Occupy Wall Street to # Black Lives Matter

GLBL 890: Approaches to Conflict Transformation

GRAD 717: Introduction to Entrepreneurship and the Entrepreneurial Mindset (1.5 credits)

HBEH 705: LGBTQ Health- A Population Perspective

HBEH 765: Cancer Prevention and Control Seminar

HBEH 775: Introduction to Public Health Policy and the Policy-Making Process

HPM 730: Leadership and Workforce Management

HPM 745: Financial Management and Analysis for Public and Nonprofit Entities

HPM 758: Underserved Populations and Health Reform

HPM 767: Implementation Science in Health

INLS 737: Information Services in a Diverse Society

INLS 584: Information Ethics

MBA 803C: Corporate Communication: Social Advocacy & Activism

MBA 824: Management of Workplace Diversity

MBA 848A: Startup UNC–Feasibility I (Mod I) (1.5 credits)

MBA 848B: Startup UNC–Feasibility II (Mod II) (1.5 credits)

MEJO 530: Green Brand Lab

MEJO 671: Social Marketing Campaigns

NURS 625: Global and Interprofessional Approaches to Solve Complex Cases

PLAN/ ENEC 420: Community Design and Green Architecture

PLAN 651: Urban Form and Design of Cities

PLAN 764/ PUBA 734: Community Development and Revitalization Techniques (4.5 credits)

PLCY 483: Natural Disasters, Inequality, and Public Policy

PLCY 485: Poverty, Health, and Human Development in Low Income Countries

PLCY 530: Educational Problems and Policy Solutions

PLCY 565: Global Health Policy

PLCY 570: Global Health and Human Rights

PLCY 575: Innovation, Science and Public Policy

PUBA 731: Public Financial Management

PUBA 734: Place-based Theory in Public Health

PUBA 738: Managing Local Government Services

PUBA 756: Nonprofit Management

PUBA 757/SOWO 885: Financial Management for Nonprofits

PUBA 758: Navigating Nonprofit-Local Government Relationships in Organizations

PUBA 763: Grant Writing (1.5 credits)

PUBH 718: Designing Public Health Systems

PUBH 730: Leading Continuous Quality Improvement (CQI) in Public Health Locally and Globally

PUBH 731: Social Marketing in Public Health

PUBH 783: Mass Incarceration and Public Health

PUBH 791: Core Principles in Public Health Leadership

SOWO 750: Cognitive Behavioral Therapy (1.5 credits)

SOWO 764: Motivational Interviewing (1.5 credits)

SOWO 792: Program Development and Proposal Development (1.5 credits)

SOWO 793: Asset Development Policy and Practice (1.5 credits)

SOWO 881: Development Theory and Practice

