

GRADUATE INITIATIVES & ACADEMIC INNOVATION

EXPANDING IMPACT THROUGH INTEGRATED STRATEGY, INNOVATION, AND SCALE

ADVANCING ACADEMIC INNOVATION AND GRADUATE GROWTH

GRADUATE INITIATIVES & ACADEMIC INNOVATION (GIAI) is a strategic unit within the Eli Broad College of Business that expands the impact of academic units by integrating strategy, innovation and shared expertise. Units across Broad already deliver high-quality programs and learning experiences; our team enables that work to go further, reach more learners, and scale sustainably. Our academic innovation capabilities—learning design, learning technology, and course development support—serve faculty and programs college-wide. And our integrated graduate support services focus on marketing and student experience management to maximize Broad’s impact effectively and efficiently.

EXPAND GRADUATE PROGRAM GROWTH

- **Collaborate** with academic units to launch, redesign, and scale graduate degrees, certificates, and stackable credentials
- **Strengthen** alignment between academic offerings, market demand, and workforce needs
- **Expand** Academic Innovation Across Broad
- **Partner** with faculty and program teams on learning experience design and instructional innovation
- **Support** course and program development across delivery modes and academic levels
- **Apply** shared tools and best practices to elevate quality and consistency

EXPAND ACADEMIC INNOVATION ACROSS BROAD

- **Partner** with faculty and program teams on learning experience design and instructional innovation
- **Support** course and program development across delivery modes and academic levels
- **Apply** shared tools and best practices to elevate quality and consistency

EXPAND CAPACITY THROUGH INTEGRATED SUPPORT SERVICES

- **Integrate** marketing, recruitment, enrollment, and learner engagement expertise, leveraging best practices
- **Generate** efficiencies and enable scale through shared infrastructure, data, and processes
- **Build** and facilitate shared experiences and engagement for online learners Integrate marketing, recruitment, enrollment, and learner engagement expertise, leveraging best practices

EXPAND GLOBAL REACH

- **Develop** international partnerships and global learning opportunities
- **Support** scalable approaches to global enrollment and collaboration

CONNECT WITH US

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