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Undergraduate Certificate in Innovation and Entrepreneurship (Advanced)

## Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Rise of Emerging Technologies | As companies increasingly adopt emerging technologies such as AI and blockchain, the demand for professionals who can innovate and entrepreneurship is skyrocketing, with the World Economic Forum estimating a 30% increase in demand by 2026 | World Economic Forum

Growing Startup Ecosystem | The growth of startup ecosystems across the globe is driving the need for professionals with skills in innovation and entrepreneurship, with the OECD estimating that startups account for over 20% of job creation in developed economies | OECD

Increasing Focus on Sustainability | As companies prioritize sustainability, the demand for professionals who can drive innovation and entrepreneurship in this space is growing, with McKinsey estimating that sustainability-focused companies can generate up to 10% higher returns than their peers | McKinsey Global Institute