

Master of Science in Innovation - Online Curriculum

FIRST SEMESTER

MGMT 6280 – Innovation for Next-Generation Products and Systems (3 credits) Focuses on next-generation products, systems, and services with an integrated framework that applies market innovation, user-centered design, architectural and platform innovation, and business model innovation. Offers students an opportunity to apply these concepts to new product/service/business process innovation opportunities in their own organization with executive sponsorship and faculty guidance.

MKTG 6280 – Gaining Customer Insight (3 credits) Introduces the substantive and procedural aspects of marketing strategy and customer markets. Topics include how to identify target markets, how to leverage data and analyses to enhance the development of a marketing strategy, and how to develop knowledge of various techniques for uncovering customer needs/wants. Studies the importance of customer insights to business success. Offers students an opportunity to develop and implement a concept test.

SECOND SEMESTER

ACCT 6280 - Planning and Budgeting for Innovation (3 credits) Covers the fundamental methods by which the financial successes and failures of business enterprises are measured and reported to management and external capital providers. Offers students an opportunity to become proficient at analyzing financial statement information in order to assess the effects of business decision making on firm performance. Addresses analytics focusing on the identification of capital to fund innovation initiatives in conjunction with metrics to measure the potential value associated with new product and service offerings. Seeks to help students understand how management decisions and innovation initiatives affect enterprise financial statements and shareholder perceptions of value creation.

ENTR 6222 Competing in Dynamic, Innovation-Driven Markets (3 credits) Reviews the key theories and tools needed to understand how technological change creates new markets and prompts new business models, how technology-based firms can outcompete rivals in fast-growing markets characterized by high uncertainty, and how the evolution of technology in an industry affects the type of firm capabilities needed to succeed over time.

THIRD SEMESTER

MKTG 6283– Marketing and Selling Innovation (3 credits) Reviews the product portfolio concept, examining the need for balanced portfolios and focusing on issues related to product proliferation and simplification. Discusses market-based pricing strategies, sales efforts, distribution, and communication in the context of enhancing the firm's product position in the marketplace. Focuses on developing and executing sales. Explores business-to-business and business-to-customer strategies.

ENTR 6225 Corporate Entrepreneurship through Global Growth, Acquisitions, and Alliances (3 credits) Offers students an opportunity to analyze whether, why, and how multibusiness corporations expand their operations into new business areas by questioning decisions to grow globally through mechanisms such as acquisitions or alliances. Uses rigorous case-based discussions, expert readings, and major current events to discuss issues related to the choice of make, buy, or partner. Offers students an opportunity to evaluate how these different corporate entrepreneurial strategies are used to help firms be more competitive and innovative.

FOURTH SEMESTER

HRMG 6280 – The Human Side of Innovation (3 credits) Examines the leadership and managerial skills required for effectively managing multifunctional teams engaged in product, service, and business process innovation. Incorporates fieldwork, corporate visits, and other experiential learning opportunities. Explores strategies for recruiting, motivating, and retaining high performance people. Introduces models for leading systematic innovative change within established corporate cultures, including understanding senior management attitudes toward innovation and how to create executive sponsors and mentors.

FINA 6284 – Financing Innovation and Growth (3 credits) Offers an immersion in corporate finance with a specific focus on the financing of innovation and growth at firms. Topics include analyzing and applying finance from the perspective of intrapreneurship as well as entrepreneurship.

FIFTH SEMESTER

MGSC 6281 - Service Innovation and Management (3 credits) Examines innovation in services and the internal management of business processes. Uses a framework of service/process redesign. Emphasizes strategic initiatives and key organizational change elements critical for improving services to customers; increasing profitability; and building long-term customer loyalty across multiple industry sectors, including information technology, healthcare, financial services, and government. Introduces the various strategic aspects of process improvement in the delivery of services, including managing change and the resulting impact on the organization, supply-chain management in the service industry, process improvement, overcoming organizational resistance, customer involvement, empowerment, and the role of leadership in managing operations. Through guided project work, offers students an opportunity to apply these concepts to services and internal business processes at their own organizations.

ENTR 6217 - Lean Innovation (3 credits) Explores how corporate venturing and entrepreneurial teams can quickly and effectively bring new concepts to market. Demonstrates how small technical teams can quickly investigate opportunity spaces, develop and select concepts, and translate these into prototypes. Other topics include industrial design thinking, project teams, prototyping, and commercialization of design. Explores the challenges and solutions to managing a technology-based product within an established corporation and details frameworks on how innovative projects can be inexpensively tested and deployed within the organization.

Required to complete degree and graduate = Thirty (30) credits with a cumulative GPA of 3.000 or higher