

The MS in Innovation is a one-year program, offered online or on-campus, that is designed specifically for working professionals who want to become innovation leaders. Through project work, case studies, and real-world application at your own organization, you will learn the principles of innovation from multiple perspectives. You'll learn about product and service development, financing innovation, go-to-market strategies, lean development, managing high-performance teams, and more.

GAIN EXPERTISE IN AREAS THAT INCLUDE:

- > Next-generation product, system, and service design
- > Designing and leading innovation teams
- > Reinventing business processes and introducing change
- > Exploring new business models and ventures
- > Selling new products and services

CURRICULUM OUTLINE*

Required Courses (27 Credits) | Courses required for both the on-campus and online versions of the program:

- > Innovation for Next Generation Products and Systems
- > Gaining Customer Insight
- > Planning and Budgeting for Innovation
- > Marketing and Selling Innovation
- > Service and Process Innovation
- > Financing Innovation and Growth
- > The Human Side of Innovation
- > Lean Innovation
- > Competing in Dynamic, Innovation-Driven Markets

Additional Required Course for Online Students (3 Credits) | Students enrolled in the online program are required to take this additional course.

- > Corporate Entrepreneurship through Global Growth, Acquisitions, and Alliances

Additional Required Course for On-Campus Students (3 Credits) | Students enrolled in the on-campus program are required to take this additional course:

- > How Executives Shape and Lead Innovation and Enterprise Growth

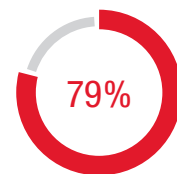
Total Degree Requirements (30 Credits)

- > Students can complete this degree in one-year by studying part-time



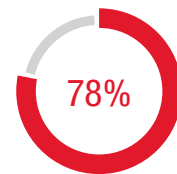
INDUSTRY INFORMATION

Percentage of survey respondents that ranked innovation as one of the top three priorities at their organization.



Source: Boston Consulting Group, 2015

Percentage of survey respondents reported innovation as essential for business growth.



Source: Deloitte, 2015