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

**INDUSTRY INFORMATION**

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

79%

Source: Boston Consulting Group, 2015

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

78%

Source: Deloitte, 2015

**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

*Program curriculum and faculty are subject to change.