Naveen Jindal School of Management

Master of Science in Innovation and Entrepreneurship

36 semester credit hours minimum

Objectives

Faculty

The program prepares students in the fields of entrepreneurship and entrepreneurial finance. The curriculum also provides two concentration areas, the first focuses on entrepreneurial startups (New Venture concentration) and the second on the challenges of managing entrepreneurial innovation within the more structured environment of a mature organization (Innovation within the Corporation concentration). The student must take a minimum of 12 semester credit hours within one of the designated concentration areas.

An additional 12 semester credit hours of electives must be taken, including at least one course from among the experiential courses taught in the Venture Development Center (ENTP 6360, ENTP 6365).
or ENTP 6398). The remaining electives may be chosen from among any of the concentration area
courses not already taken, the other ENTP electives offered, the non-ENTP courses listed as electives
below, or, with permission, from among any of the other JSOM offerings in the ACCT, BPS, FIN, IMS,
MIS, MKT, OPRE, or OB areas.

Students must maintain a 3.0 grade point average in both core courses and in aggregate courses to
qualify for the MS degree.

Prerequisites

ENTP 6315 requires that students have completed a course in finance (equivalent to FIN 6301). FIN 6
301 requires completion of a course in business statistics (equivalent to OPRE 6301). Candidates who
have not taken equivalent courses will need to take FIN 6301 and/or OPRE 6301 to meet the
prerequisite requirements. If required, one of these prerequisite courses (but not both) may be
included as an elective that will count as part of the 36 semester credit hours required for the MS
degree.

Course Requirements

Basic Core Courses: 12 semester credit hours

Each candidate must satisfactorily complete the 12-semester credit hour basic core consisting of
the following courses:

ACCT 6305 Accounting for Managers

MKT 6301 Marketing Management

ENTP 6370 Innovation and Entrepreneurship

ENTP 6315 (FIN 6315) Entrepreneurial Finance

Concentration Area Courses: 12 semester credit hours

Each candidate must complete a minimum of 12 semester credit hours within one of the two
concentration areas below:

New Venture Concentration

ENTP 6375 Technology and New Product Development

ENTP 6378 Managing the Emerging Enterprise

ENTP 6380 Market Entry Strategies

ENTP 6390 Business Model Innovation

Innovation within the Corporation Concentration

ENTP 6375 Technology and New Product Development

ENTP 6380 Market Entry Strategies
**ENTP 6388** Managing Innovation within the Corporation

**ENTP 6390** Business Model Innovation

**Elective Courses: 12 semester credit hours**

Each candidate must complete a sufficient number of electives to earn a minimum of 36 semester credit hours toward the MS degree. At least one course must be chosen from among the experiential courses taught in the Venture Development Center (indicated by an asterisk * below). The remaining electives may be chosen from:

- **ENTP 6311** *(FIN 6311)* Valuation Models and Practices
- **ENTP 6316** *(FIN 6316)* Private Equity Finance
- **ENTP 6360** Startup Launch I*
- **ENTP 6361** Startup Launch II* **ENTP 6362** Startup Launch III-IV*
- **ENTP 6365** Business Concept Validation*
- **ENTP 6382** *(MKT 6382)* Professional Selling I
- **ENTP 6392** Entrepreneurship in the Social Sector
- **ENTP 6398** The Entrepreneurial Experience*
- **ENTP 6V97** Entrepreneurial Internship
- **BPS 6310** Strategic Management
- **OB 6301** Organizational Behavior
- **OB 6321** Principles of Leadership

Any concentration area courses not yet taken (listed above)

Other JSOM graduate course offerings (with permission).

**Startup Launch Track**

The Startup Launch Track is a unique program within the framework of the MSINEN MS IE degree program. Startup Launch is a competitive program for students with a significant and scalable business concept who desire to launch their venture during or immediately after completion of the degree. The program is designed to progressively develop and mature both the entrepreneur and his or her venture concept from the early startup stage to the point where it is ready for launch and represents a prime candidate for funding by the professional investment community.

Participants will be selected on the basis of their scalable business concept and entrepreneurial capability and will be provided ongoing support and mentoring by faculty and experienced entrepreneurs, space in the UT Dallas Venture Development Center, up to $25,000 in seed capital, and the opportunity to earn up to 12 semester credit hours (in **ENTP 6360**, **ENTP 6361** and **ENTP 6362**) toward the 36 semester credit hour MSINEN MS IE program for progress toward the launch of their venture. Admission to the track is competitive and requires a separate application.
Graduate Certificate in Corporate Innovation

15 semester credit hours minimum

Faculty

FACG> jsom-corporate-innovation-cert

Clinical Professors: Joseph Picken, Rajiv Shah
Assistant Professor: Sheen Levine
Senior Lecturer: Daniel Bochsler

Overview

The graduate certificate in corporate innovation is focused on the management of innovation within the context of an established organization. The certificate is designed for students desiring to augment their skills in a technical or functional discipline with the management skills and perspectives necessary for the successful launch of new businesses or other innovations. The certificate may be obtained by completing 15 semester credit hours of study as detailed below:

- **ENTP 6388 (SYSM 6316)** Managing Innovation within the Corporation
- **ENTP 6375** Technology and New Product Development
- **ENTP 6380 (MKT 6380)** Market Entry Strategies
- **ENTP 6390** Business Model Innovation
- **ENTP 6398 (SYSM 6315)** The Entrepreneurial Experience

Graduate Certificate in New Venture Entrepreneurship

15 semester credit hours minimum

Faculty

FACG> jsom-new-venture-entrepreneurship-cert

Clinical Professor: Joseph Picken
Assistant Professor: Sheen Levine
Senior Lecturers: Daniel Bochsler, Jackie Kimzey

Overview

The graduate certificate in new venture entrepreneurship is focused on the management of innovation within the context of a new venture startup. The certificate may be obtained by completing 15 semester credit hours of study as detailed below:
ENTP 6370 Innovation and Entrepreneurship
ENTP 6380 (MKT-6380) Market Entry Strategies
ENTP 6390 Business Model Innovation
ENTP 6378 Managing the Emerging Enterprise
ENTP 6360 Startup Launch I or ENTP 6365 Business Concept Validation