Objectives

The MS in Innovation and Entrepreneurship (MSINEN) prepares students for successful business careers in entrepreneurial new ventures, entrepreneurial finance (venture capital/private equity), or innovation-related roles in mature organizations (product planning, product marketing, product development, etc.). This degree offers two primary program options: the Innovation within the Corporation concentration and the New Venture concentration, which includes the Startup Launch Track as a separate option. The MSINEN degree complements baccalaureate or advanced degrees in a business, scientific or engineering discipline, and is valued by employers in technology-related or consumer products industries.

Degree Requirements

The Master of Science in Innovation and Entrepreneurship degree requires 12 semester credit hours of basic core courses, including foundational courses in 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 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 6301 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 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** 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

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 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 credit hours (in ENTP 6360, ENTP 6361 and ENTP 6362) toward the 36 credit hour MSINEN 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

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 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

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 credit hours of study as detailed below:

- **ENTP 6370** 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

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