Naveen Jindal School of Management

Master of Science in Innovation and Entrepreneurship

36 semester credit hours minimum

Faculty

Associate Professors: Norris Bruce, Zhonglan Dai, J. Richard Harrison, Surya N. Janakiraman, Nanda Kumar, Seung-Hyun Lee, Livia Markóczy, Toyah Miller, Orlando C. Richard, Gil Sadka, Jane Salk, Jun Xia
Clinical Associate Professor: John McClain Watson
Assistant Professors: Emily Choi, Sheen Levine, Ningzhong Li, Virginie Lopez-Kidwell, Jieying Zhang
Clinical Assistant Professor: Vance Lewis
Senior Lecturers: Daniel Bochsler, Maria Hasenhuttl, Thomas (Tom) Henderson, Jeffery (Jeff) Hicks, Jackie Kimzey, Kristen Lawson, Michele Lockhart, Victoria D. McCrady, Diane S. McNulty, Madison Pedigo, Jeanne Sluder, Margaret Smallwood, Robert Wright, Hubert Zydorek

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 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 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 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** 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** Valuation Models and Practices
- **ENTP 6316** Private Equity Finance
- **ENTP 6360** Startup Launch I*
The Startup Launch Track is a unique program within the framework of the 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 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

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** Managing Innovation within the Corporation
- **ENTP 6375** Technology and New Product Development
- **ENTP 6380** Market Entry Strategies
- **ENTP 6390** Business Model Innovation
- **ENTP 6398** The Entrepreneurial Experience

Graduate Certificate in New Venture Entrepreneurship

*15 semester credit hours minimum*

Faculty

**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** 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