Naveen Jindal School of Management

Master of Science in Innovation and Entrepreneurship

36 semester credit hours minimum

Faculty

Professors: Gregory G. Dess, David L. Ford Jr., Seung-Hyun Lee, Zhiang (John) Lin, Mike W. Peng, Wing Kwong (Eric) Tsang


Associate Professors: J. Richard Harrison, Lívia Markóczy, Toyah Miller, H. Dennis Park, Orlando C. Richard, Jane Salk, David J. Springate, Jun Xia

Clinical Associate Professors: Steven Guengerich, McClain Watson

Assistant Professors: Emily Choi, Sheen Levine, Christian Von-Drathen

Clinical Assistant Professors: Maria Hasenhuttl, Jeffery (Jeff) Hicks, Kristen Lawson, Kathryn Lookadoo, Sarah Moore, Jeanne Sluder

Senior Lecturers: Thomas (Tom) Henderson, Jackie Kimzey, Victoria D. McCrady, Madison Pedigo, Margaret Smallwood, Robert Wright, Hubert Zydorek

Degree Requirements

The Master of Science in Innovation and Entrepreneurship (MS IE) degree is a minimum 36 semester credit hours degree program that prepares students to create new ventures, or pursue successful careers as investment professionals or in innovation related roles with established organizations. The program offers two concentrations in which, the first concentration 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). In addition, 12 semester credit hours of electives must be taken, including at least six semester credit hours of ENTP prefix courses.

To apply for this degree program, an undergraduate degree is required (all majors are considered). Students must maintain a 3.0 grade-point average (GPA) in both business core courses and in aggregate courses to qualify for the MS degree.
Prerequisite
Students pursuing the Master of Science in Innovation and Entrepreneurship degree program are required to fulfill one semester credit hour of **MAS 6102** Professional Development course. Degree credit is not earned for program prerequisites, however, the grade achieved in prerequisites will count toward the student’s grade-point average (GPA). All program prerequisites must be satisfied within the first semester of graduate study.

Course Requirements
Core Courses: 9 semester credit hours

- **ACCT 6305** Accounting for Managers
- **ENTP 6315** Entrepreneurial Finance
- **ENTP 6370** Innovation and Entrepreneurship

Concentration Area Courses: 15 semester credit hours
Students are required to select one of the concentrations below.

**New Venture Concentration**

- **ENTP 6360** Startup Launch I
  - or **ENTP 6365** Technology Commercialization and Concept Validation
- **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
- **ENTP 6398** The Entrepreneurial Experience

Elective Courses: 12 semester credit hours
Students are required to select at least two courses with ENTP prefix. The remaining electives may be chosen from any other ENTP courses not previously completed or from any courses listed below or from any of other JSOM masters course offerings with advance permission from the
program director and the area coordinator.

**IMS 6310** International Marketing  
**IMS 6314** Global E-Business Marketing  
**IMS 6365** Cross-Culture Communication and Management  
**MKT 6301** Marketing Management  
**OB 6301** Organizational Behavior  
**OB 6321** Principles of Leadership

### Startup Launch Specialty

The Startup Launch Specialty 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. Participants will be provided with 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 toward the 36 semester credit hour MS IE program for progress toward the launch of their venture. Admission to the specialty is competitive and requires a separate application.

### Graduate Certificate in Corporate Innovation

9 semester credit hours minimum

#### Faculty

**Clinical Professors:** Joseph Picken, Rajiv Shah

#### 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. Also, another course may be substituted for one of the courses below with advance permission from the program director and the area coordinator.

**ENTP 6375** Technology and New Product Development (required)  
**ENTP 6388** Managing Innovation within the Corporation (required)
ENTP 6380 Market Entry Strategies

or ENTP 6398 The Entrepreneurial Experience

Graduate Certificate in New Venture Entrepreneurship

9 semester credit hours minimum

Faculty

Clinical Professor: Joseph Picken

Senior Lecturers: Jackie Kimzey, Madison Pedigo

Overview

The Graduate Certificate in New Venture Entrepreneurship is focused on the management of innovation within the context of a new venture startup. Also, another course may be substituted for one of the courses below with advance permission from the program director and the area coordinator.

ENTP 6370 Innovation and Entrepreneurship (required)

ENTP 6390 Business Model Innovation (required)

One additional course selected from the following list:

ENTP 6360 Startup Launch I

ENTP 6378 Managing the Emerging Enterprise

ENTP 6380 Market Entry Strategies