Faculty

**Professors:** Gregory G. Dess, Seung-Hyun Lee, Zhiang (John) Lin, Mike W. Peng, Wing Kwong (Eric) Tsang
**Clinical Professors:** Britt Berrett, Shawn Carraher, Larry Chasteen, Michael Deegan, Howard Dover, Forney Fleming III, Charles Hazzard, Marilyn Kaplan, Diane S. McNulty, David Ritchey, Rajiv Shah, Keith Thurgood, Jeff Weekley, Habte Woldu, Laurie L. Ziegler
**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
**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 all graduate courses taken in the degree program, excluding program prerequisites 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.
Core Courses: 9 semester credit hours
Students are required to take the following core courses.

- **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 master's-level ENTP courses not previously completed or from any courses listed below or from any unrestricted master's-level course/prefix offered within JSOM.

- **IMS 6304** International Business Management
- **IMS 6310** International Marketing
- **IMS 6314** Global E-Business Marketing
- **IMS 6365** Cross-Culture Communication and Management
- **MKT 6301** Marketing Management
Graduate Certificate in Corporate Innovation

9 semester credit hours minimum

Faculty

Clinical Professor: 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

**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)

Two additional courses selected from the following list:

- **ENTP 6360** Startup Launch I
- **ENTP 6361** Startup Launch II
- **ENTP 6378** Managing the Emerging Enterprise
- **ENTP 6380** Market Entry Strategies
- **ENTP 6390** Business Model Innovation

1. ENTP 6315 requires that students have completed FIN 6301 and OPRE 6301.

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