

# CORPORATE INNOVATION AND ENTREPRENEURSHIP

<b>Graduate Program Head</b>	Brian Cameron
<b>Program Code</b>	CIENT
<b>Campus(es)</b>	World Campus (M.Mgt.)
<b>Degrees Conferred</b>	Master of Management (M.Mgt.)
<b>The Graduate Faculty</b>	View ( <a href="https://secure.gradsch.psu.edu/gpms/?searchType=fac&amp;prog=CIENT">https://secure.gradsch.psu.edu/gpms/?searchType=fac&amp;prog=CIENT</a> )

The Master of Management in Corporate Innovation and Entrepreneurship program prepares graduates to stand out in the workplace and/or a competitive job market by studying at a highly-reputed business school with some of the world's leading academic thinkers and industry experts. This program provides students with the business, leadership, and organizational skills needed to lead and facilitate corporate innovation in its many forms, new venture creation, effective change management, and entrepreneurial business planning. Students will acquire the skills needed to succeed in today's dynamic work environments, gain a firm understanding of business and technology issues and problems, and be prepared to become leaders of innovation. The two primary concentration areas provided through this program, involving business and engineering, will give students the opportunity to develop competencies tailored to their needs in a corporate setting. Additional secondary academic concentrations are offered to allow students to explore focused business domains in-depth that relate directly to innovation and entrepreneurship. The program is taught by the same world-class professors who teach our M.B.A., executive education, and engineering students. A solid foundation in innovation, entrepreneurship, strategy, decision analysis, management, organizational behavior, accounting, marketing, business planning, and finance will make graduates more attractive to hiring managers and enable them to advance more rapidly into management and leadership positions. These learning outcomes are achieved by a combination of online learning experiences, lectures by faculty, invited guest lecturers, reading of key literature, individual and team projects, and a capstone experience that synthesizes and integrates past learning.

## Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

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A completed online Graduate School Application for Admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>) is required, including:

- About three years of post-undergraduate, professional work experience. Managerial or team leadership experience is preferred but

not required. Less experienced candidates will be considered at the discretion of the program director.

- Statement of purpose: a 2-3 page essay articulating career and educational goals
- Résumé reflecting relevant experience
- Official transcripts from all post-secondary institutions attended (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/new-applicants/requirements-for-graduate-admission/>)
- Additional information may be requested by the program.

GMAT and/or GRE scores will not be required for admission. Accordingly, these scores will not be accepted.

The language of instruction at Penn State is English. English proficiency test scores (TOEFL/IELTS) may be required for international applicants. See GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

## Degree Requirements

### Master of Management (M.Mgt.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

A minimum of 33 credits is required for the Master of Management in Corporate Innovation and Entrepreneurship program. At least 18 credits must be at the 500 or 800 level. In addition to the 15 required core credits listed below, students are required to complete 9 elective credits in a Primary Concentration area, and 9 elective credits in a Secondary Concentration. The list of courses that will fulfill the Primary and Secondary Concentration areas is maintained by the graduate program office.

Code	Title	Credits
<b>Required Courses</b>		
MBADM 850	Corporate Innovation and Entrepreneurship	3
Select three of the following course courses:		
ENTR 502	Business Modeling and New Venture Creation	3
ENTR 810	Emerging Trends, Technology, and Corporate Innovation	3
ENTR 820	Corporate Innovation Strategies and Entrepreneurial Methods	3
MGMT 870	Entrepreneurial Finance and Venture Funding	3
<i>Primary Concentration</i> <sup>1</sup>		9
<i>Secondary Concentration</i> <sup>1</sup>		9
<b>Culminating Experience</b>		
ENTR 830	Entrepreneurial Business Planning and Strategy Execution	3
<b>Total Credits</b>		<b>33</b>

<sup>1</sup> The list of courses that will fulfill the Primary and Secondary Concentration areas is maintained by the graduate program office.

The capstone course, ENTR 830, serves a critical role in helping students synthesize and integrate past learning in the MGMT program, providing additional education on how to write a form business case or business plan, implement plans and new venture strategies, and scale new ventures to become mature business organizations. Additionally, this class requires students to write a robust, in-depth research paper on a topic related to innovation and entrepreneurship.

## Minor

A graduate minor is available in any approved graduate major or dual-title program. The default requirements for a graduate minor are stated in Graduate Council policies listed under GCAC-600 Research Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>) and GCAC-700 Professional Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>), depending on the type of degree the student is pursuing:

- GCAC-611 Minor - Research Doctorate (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-600/gcac-611-minor-research-doctorate/>)
- GCAC-641 Minor - Research Master's (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-600/gcac-641-minor-research-masters/>)
- GCAC-709 Minor - Professional Doctorate (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-700/gcac-709-professional-doctoral-minor/>)
- GCAC-741 Minor - Professional Master's (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-700/gcac-741-masters-minor-professional/>)

## Student Aid

World Campus students in graduate degree programs may be eligible for financial aid. Refer to the Tuition and Financial Aid section (<https://www.worldcampus.psu.edu/tuition-and-financial-aid/>) of the World Campus website for more information.

## Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Entrepreneurship (ENTR) Course List (<https://bulletins.psu.edu/university-course-descriptions/graduate/entr/>)

## Learning Outcomes

### 1. KNOW

- a. Graduates will be able to demonstrate competency in the underlying concepts, theory, and tools related to innovation and creativity.
- b. Graduates will understand the benefits and purpose of invention and innovation in multiple business domains.

- c. Graduates will be able understand and manage the issues, barriers, and enablers associated with launching a successful new venture.
- d. Graduates will be able to understand the best approaches new venture business planning and strategy implementation.
- e. Graduates will be able to understand the implications and best practices associate with protecting and managing intellectual property.

### 2. APPLY/CREATE

- a. Graduates will acquire the analytical and critical thinking skills needed to identify, analyze, generate, and evaluate alternative solutions to business problems.
- b. Graduates will be able to demonstrate competency in understanding how to perform product, service, technology, process, policy, and strategy innovation.
- c. Graduates will be able to demonstrate competency in analyzing, developing, and implementing new business models.
- d. Graduates will be able to demonstrate competency in how to make an organization more innovative leveraging business strategy and corporate culture.
- e. Graduates will be able to demonstrate competency in applying the principles of innovation to human resource policy, reward systems, business processes, marketing, and strategic decision making.
- f. Graduates will be able to demonstrate competency in understanding how to establish, develop, and manage innovative teams.
- g. Graduates will increase their skills in leadership, team building, interpersonal influence, and the management of innovation and change.

### 3. COMMUNICATE.

- a. Graduates will be able to use their knowledge of different business disciplines to identify, analyze, and recommend solutions to complex business problems, blending functional expertise and multi-disciplinary perspectives.
- b. Graduates will be able to communicate and work effectively with others in an increasingly diverse workplace.

### 4. THINK

- a. Graduates will learn the techniques involved in thinking creatively, innovatively, and strategically.

### 5. PROFESSIONAL PRACTICE

- a. Graduates will be able to articulate and defend their ideas, concepts, and analyses, and recommended solutions to a variety of business audiences.
- b. Graduates will be able to demonstrate competency in the methods, practices, and activities associated with launching a new venture or startup and turning it into a viable business initiative.
- c. Graduates will be able to demonstrate competency in the underlying concepts, theory, and tools of general business.

## Contact

<b>Campus</b>	World Campus
<b>Graduate Program Head</b>	Brian Harold Cameron
<b>Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)</b>	Shawn Clark
<b>Program Contact</b>	Michelle Kristen Rockower mkk114@psu.edu (814) 865-5290
<b>Program Website</b>	View ( <a href="https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-corporate-innovation-and-entrepreneurship-masters/overview/">https:// www.worldcampus.psu.edu/ degrees-and-certificates/penn- state-online-corporate-innovation- and-entrepreneurship-masters/ overview/</a> )