

CORPORATE INNOVATION AND ENTREPRENEURSHIP

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.