

# Specialized Graduate Education in Innovation and Entrepreneurship



- Research & Development
- New Product Development
- Corporate Entrepreneurship
- Technology Startups and Entrepreneurship
- Advising Innovators and Entrepreneurs

## WE CAN HELP YOU

Are you under pressure to launch successful, innovative new products or services?

Is research & development the life blood of your organization?

Are new lines of business key to your growth?

Do you need to be more entrepreneurial?

We can help you understand how to succeed in these key areas.

Our Technology Innovation, Commercialization and Entrepreneurship (TICE) programs are designed from the ground up to equip you and your people with the cutting edge, implementable knowledge, skills, and mindset to lead your company's initiatives in these critical areas.

You can take advantage of focused Masters Degree and non-degree Certificate Programs designed to make an immediate impact in R&D, new products or services development, innovation, or intrapreneurial activities

The programs focus on the following areas:

- **R&D Innovation and Management**
- **New Product and Services Innovation/Development**
- **Corporate Entrepreneurship and Innovation**
- **Technology Startups and Entrepreneurship**
- **Advising Innovators and Entrepreneurs**

## TICE

Technology Innovation  
Commercialization & Entrepreneurship

## FOUNDATION FOR ALL CONCENTRATIONS

- Competitive Business Strategy\* (1st course taken by all students: degree and certificate)
- Accounting, Budgeting and Financial Analysis
- Marketing of Innovations and Early-Stage Technologies
- Disruptive Technologies: Identification, Screening and Assessment
- Technology and Innovation Strategy capstone (last course taken by degree students)

Masters degree students select their concentration and take two sets of courses -- foundation courses that are common to all five concentrations, and concentration-specific courses.

## CONCENTRATIONS/CERTIFICATE PROGRAMS

### R&D Innovation and Management

Managing Research & Development\*  
Innovation Process Management\*  
Project Strategy and Value Management\*  
Intellectual Property Protection and Strategy  
3 electives

### New Product and Services Innovation/Development

Innovation Process Management\*  
Services Development\*  
Integrated Product Development I\*  
Technology Commercialization Practicum  
3 electives

### Corporate Entrepreneurship and Innovation

Leading Entrepreneurial Organizations\*  
Corporate Entrepreneurship\*  
Intellectual Property Protection and Strategy\*  
Technology Commercialization Practicum  
3 electives

### Technology Startups and Entrepreneurship

New Business Ventures\*  
Intellectual Property Protection and Strategy\*  
Business Law for Startups\*  
Technology Commercialization Practicum  
3 electives

### Advising Innovators and Entrepreneurs

New Business Ventures\*  
Intellectual Property Protection and Strategy\*  
Innovation Process Management\*  
Technology Commercialization Practicum  
3 electives

\* Courses needed for Graduate Certificates

## FOR FURTHER INFORMATION

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