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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBADM 850</td>
<td>Corporate Innovation and Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 502</td>
<td>Business Modeling and New Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 810</td>
<td>Emerging Trends, Technology, and Corporate Innovation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 820</td>
<td>Corporate Innovation Strategies and Entrepreneurial Methods</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 870</td>
<td>Entrepreneurial Finance and Venture Funding</td>
<td>3</td>
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**Primary Concentration**

**Secondary Concentration**

**Culminating Experience**

<table>
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<tr>
<th>Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>ENTR 830</td>
<td>Entrepreneurial Business Planning and Strategy Execution</td>
<td>3</td>
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</table>

**Total Credits** 33
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.
<table>
<thead>
<tr>
<th>Contact</th>
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<tbody>
<tr>
<td>Campus</td>
<td>World Campus</td>
</tr>
<tr>
<td>Graduate Program Head</td>
<td>Brian Harold Cameron</td>
</tr>
<tr>
<td>Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)</td>
<td>Shawn Clark</td>
</tr>
<tr>
<td>Program Contact</td>
<td>Michelle Kristen Rockower</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mkk114@psu.edu">mkk114@psu.edu</a></td>
</tr>
<tr>
<td></td>
<td>(814) 865-5290</td>
</tr>
<tr>
<td>Program Website</td>
<td>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>)</td>
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