CORPORATE INNOVATION AND ENTREPRENEURSHIP

Graduate Program Head: Brian Cameron
Program Code: CIENT
Campus(es): World Campus (M.Mgt.)
Degrees Conferred: Master of Management (M.Mgt.)
The Graduate Faculty: View (https://secure.gradsch.psu.edu/gpms/index.cfm?searchType=fac&prog=CIENT)

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 (http://gradschool.psu.edu/prospective-students/how-to-apply). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (http://gradschool.psu.edu/graduate-education-policies). Applicants will be required to:

- Submit official transcripts from all post-secondary institutions attended. (http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission)
- Submit a statement of purpose (a 600 word essay articulating career and education goals) and a current resume.

GRE/GMAT scores are NOT required.

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 (http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students) for more information.

Applicants to the Penn State Smeal Master of Management in Corporate Innovation and Entrepreneurship program must have a minimum TOEFL score of 585 on the paper-based test, or a total score of 80 with a 20 on the speaking section for the Internet-based test (iBT). The minimum acceptable composite score for the IELTS for applicants is 6.5.

Degree Requirements

Master of Management (M.Mgt.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (http://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, with at least 6 at the 500 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>
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<tbody>
<tr>
<td>MBADM 531</td>
<td>Corporate Innovation and Entrepreneurship</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 502</td>
<td>Business Modeling and New Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 820</td>
<td>Corporate Innovation Strategies and Entrepreneurial Methods</td>
<td>3</td>
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</tbody>
</table>

**Primary Concentration**

9

**Secondary Concentration**

9

**Culminating Experience**

ENTR 830 Entrepreneurial Business Planning and Strategy Execution 3

Total Credits 33

1 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 M.P.S. program, providing additional education on how to write a formal 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.

**Student Aid**

World Campus students in graduate degree programs may be eligible for financial aid. Refer to the Tuition and Financial Aid section (http://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)

**Contact**

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- **Program Website**: View (http://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-corporate-innovation-and-entrepreneurship-certificate/overview)