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 to 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.