

**MANAGEMENT OF INNOVATION AND PRODUCT DEVELOPMENT
2023-2024**

REQUIRED TRACK COURSES

45-805	Lean Entrepreneurship
45-830	Market Research
45-833	New Product Management
45-996	Capstone: Corporate Startup Lab

OB ELECTIVE (Choose One)

45-843	Organizational Power and Influence
45-941	Evidence Based Management
45-842	Organizational Learning and Strategic Mgt
45-942	Organizational Change
45-840	Negotiations

FINANCE ELECTIVE (Choose One)

45-822	Corporate Finance
45-800	Corporate Financial Reporting

OTHER ELECTIVES (Select one of the following)

45-831	Pricing Strategy
45-832	Brand Strategy
45-836	Consumer Behavior
45-872	Technology Strategy
45-908	Marketing for Entrepreneurship
45-933	Marketing Communications for Consumer Brands
45-936	Marketing Analytics