

## **MANAGEMENT OF INNOVATION AND PRODUCT DEVELOPMENT 21-22 Curriculum**

It is the most important business topic of all: identifying and fulfilling the unmet opportunity. Few business schools teach how to do it. Fewer still give you the experience of doing it.

The Management of Innovation and Product Development track teaches a rigorous and analytical process that structures the work involved in transformational innovation. Students gain not only knowledge and skills relevant to innovation but also gain experience in an innovation project. The initial phase of the innovation process is to identify problems to solve, which is to elicit what the target market wants even when they don't yet know it. Middle phases focus on translating research findings into product specifications. The latter phase focuses on conceptualization and refinement of the solutions, validating both the product prototype and business model. Students learn and experience the process in a capstone course.

### **WHO SHOULD APPLY**

At the end of this track, graduates will have learned:

- not just how to solve problems, learn how to define them
- how to systematize transformative innovation to create a portfolio of new product innovations
- how to find opportunities in white space, not just document the known world
- how to collect and integrate varied perspectives into a unified valued product, service, system, or brand
- how to structure proposals to C-suite management based on early research output, to gain buy-in and budgets

They will gain these skills by hands-on experiencing transformative innovation, not just learning about others' experiences.

### **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