



# Graduate Programs in Corporate Innovation and Entrepreneurship



**PennState**  
World Campus

A world of possibilities.  
Online.

## Table of Contents

Graduate Programs in Corporate Innovation and Entrepreneurship .....	3	About the Penn State Smeal College of Business .....	8
Master’s in Corporate Innovation and Entrepreneurship .....	4–5	How Online Learning Works .....	8
What You Can Expect to Learn .....	6	Why Corporate Innovation at Penn State? .....	9
Career Opportunities .....	6	Frequently Asked Questions .....	10
Graduate Certificate .....	7	Begin Your Application Today .....	11



“Companies increasingly need managers and executives who have the skills needed to develop innovative new products and services in a team or organizational context.

“Penn State’s online programs in corporate innovation and entrepreneurship will provide students with the strategic and operational perspectives required to lead innovation—both within a corporate context and to benefit the student’s own entrepreneurial start-up.

“Our programs, delivered online through Penn State World Campus, offer working professionals the opportunity to earn a respected graduate degree or certificate while maintaining their current work life commitments.”

—Dr. Shawn Clark, Director, Corporate Innovation and Entrepreneurship Programs, Clinical Professor of Innovation and Entrepreneurship, Penn State Smeal College of Business



**PennState**  
Smeal College of Business

# Graduate Programs in Corporate Innovation and Entrepreneurship

- › Master's in Corporate Innovation and Entrepreneurship
- › Graduate Certificate in Corporate Innovation and Entrepreneurship

You want an education as innovative as your career and as boundless as your aspirations. The Penn State corporate innovation and entrepreneurship programs provide you with the business, innovation, leadership, and entrepreneurial skills to manage high-performance teams tasked with developing groundbreaking products and services and to drive continuous improvement, transformation, and creative growth in organizations.

Developed by the internationally ranked Penn State Smeal College of Business and delivered online through Penn State World Campus, these interdisciplinary programs help you gain expertise in the strategies for creating and innovating, enabling you to advance more rapidly into a leadership position.

[worldcampus.psu.edu/innovationmps](https://worldcampus.psu.edu/innovationmps)



“When searching for a corporate innovation program, Penn State best met my needs, due to the combination of its robust curricula, experienced faculty, and flexibility of online learning. The program so far has exceeded all my expectations.”

—Sheila K., Corporate Innovation and Entrepreneurship Student

# Master's in Corporate Innovation and Entrepreneurship

This 33-credit master's degree is a highly customizable interdisciplinary program that allows you to earn at least one additional graduate certificate while pursuing your master's degree online\*. First, you can gain in-depth knowledge of innovation concepts and practices. Next, you will focus on the foundational aspects of business management or engineering innovation while exploring a concentration in fields related to corporate innovation.

## Core Courses (12 credits)

The core curriculum delivers a solid foundation in the principles of corporate innovation, entrepreneurship, and new venture creation. Completion of the following four core courses leads to the Graduate Certificate in Corporate Innovation and Entrepreneurship.

### Corporate Innovation and Entrepreneurship

Understanding, exploring, and applying innovation-related concepts, principles, and practices to corporate environments involved with new venture creation and other contexts.

### Business Modeling and New Venture Creation

Focuses on the process of launching a new venture, in a corporate setting or as a new start-up, including identifying a problem or market opportunity,

developing business models, forming a team, analyzing markets, assessing the competitive environment, financing new initiatives, and planning to acquire leadership talent.

### Emerging Trends, Technology, and Innovation

Surveys emerging trends and disruptors in business and industry that have the potential to create new markets and influence decision-making, product development, business models, and business practices associated with innovation.

### Corporate Innovation Strategies and Entrepreneurial Methods

Explores the methods used to foster innovation and entrepreneurship in a corporate setting, with a special emphasis on how organizations foster creativity, innovation, and new venture creation.

\* Multiple graduate certificates may be earned in association with this degree. Certificates may include courses outside of the degree requirements. Separate applications are needed for each certificate.

## Primary Concentration (9 credits)

Select three courses to complete your primary concentration in either business management foundations or engineering innovation foundations.

### Business Management Foundations

Strategic Leading and Identity

Managing and Leading  
People in Organizations

Global Strategic Management

Financial Management

Financial Accounting

Marketing in a Global Environment

### Engineering Innovation Foundations

Engineering Leadership  
for Corporate Innovation

Engineering across  
Cultures and Nations

Engineering Product Innovation

## Secondary Concentration (9 credits)

Drill down into a specialty area to consider how the principles of corporate innovation may be applied to different disciplines, including business analytics, business architecture, business sustainability strategy, marketing analytics, supply chain management, and more.

Additional concentration choices may be added based on student demand and industry needs. Please contact the program office at [cient@smeal.psu.edu](mailto:cient@smeal.psu.edu) for more information.

## Culminating Capstone Experience (3 credits)

**Entrepreneurial Business Planning and Strategy Execution** is a 3-credit capstone course designed to help students integrate, synthesize, and apply their learning in a project context. This course will explore the integration and alignment of innovation and organization.

### Master's Degree Requirements

33 Total Credits

12 Core Credits

9 Primary Concentration Credits

9 Secondary Concentration Credits

3 Capstone Credits

Please review complete details and prerequisites at:

[worldcampus.psu.edu/innovationmps](http://worldcampus.psu.edu/innovationmps)

# What You Can Expect to Learn

- › Learn the techniques involved in thinking creatively and strategically.
- › Understand the benefits and purpose of innovation and new venture creation.
- › Identify, generate, and evaluate alternative solutions to business problems.
- › Effectively communicate ideas, concepts, and analyses.
- › Understand the implications and best practices associated with protecting and managing intellectual property.
- › Learn to apply innovation to human resource policy, reward systems, business processes, marketing, and strategic decision-making.
- › Increase skills in leadership, team building, interpersonal influence, and the management of innovation and change.

## Career Opportunities for Graduates

Chief Innovation Officers (CINOs) are now found in companies all over the world as organizations seek to optimize their research and development efforts and foster innovation and continuous improvement within their ranks. This online program is designed to develop the next generation of innovation leaders, and may lead to any number of management and innovation roles:

- › Chief Innovation Officer
- › Director of Innovation
- › Director of Product Development
- › Engineering or IT Project Manager
- › Brand or Product Manager
- › R&D Engineer
- › R&D Project Manager
- › Director of Creative Engagement
- › Business Process Manager
- › Management Consultant
- › Business Analyst
- › Entrepreneur

“Successful companies understand they must innovate to survive and flourish.”

—Shawn Clark, Director, Corporate Innovation and Entrepreneurship Programs, Clinical Professor of Innovation and Entrepreneurship, Penn State Smeal College of Business

# Graduate Certificate in Corporate Innovation and Entrepreneurship

The 12-credit certificate provides you with the foundational knowledge behind the principles of innovation and entrepreneurship in a corporate context.

## Core Courses

Corporate Innovation and Entrepreneurship

Business Modeling and New Venture Creation

Emerging Trends, Technology, and Corporate Innovation

Corporate Innovation Strategies and Entrepreneurial Methods

## Multiple Credentials, One Degree

Because the 12-credit Graduate Certificate in Corporate Innovation and Entrepreneurship consists

of the four core courses from the master's program, you can begin by pursuing the certificate, and then choose to continue and apply to the degree program. This will allow you to add a quality credential to your résumé before you complete the full master's program. Additional certificates may be available as concentration courses are completed.

*To earn a certificate, students need to officially apply and be accepted into the certificate program. Always speak with your adviser for more details.*

Learn more at:

[worldcampus.psu.edu/innovationgc](http://worldcampus.psu.edu/innovationgc)



# About the Penn State Smeal College of Business

For more than 60 years, the Smeal College of Business has prepared students for career success. Smeal graduates are leaders in strategic marketing, product development, data analytics, and business strategy and intelligence. Our reputation is based on the achievements of more than 85,000 graduates across the globe.

The Smeal College of Business is AACSB–accredited, an honor reserved

for the top 5% of business schools worldwide. Smeal is also home to the Farrell Center for Corporate Innovation and Entrepreneurship, a research center whose mission is to contribute to the best in academic research and programs in the fields of entrepreneurship and innovation.



## How Online Learning Works

This fully online program is asynchronous with optional synchronous activities provided most weeks for added engagement. You will gain core business knowledge through high-impact experiential learning, small-group interaction online, and team-based projects focused on real-world application.

Your education will combine self-study and peer-to-peer interaction over an online learning network. You will complete weekly assignments, readings, discussions, and occasional group work, as well as exams and other activities designed to enhance learning outcomes, all at times that are most convenient for you.







# Why Corporate Innovation at Penn State?

## Flexibility and Convenience

Penn State knows that adult learners need flexible and convenient learning options. The online learning format offered by Penn State World Campus makes it possible to fit a graduate education into your life. Though courses have fixed start and end dates with assignment deadlines, you will decide when to do your course work to meet those deadlines.

## Reputation for Excellence

Having a Penn State degree on your résumé is a great way to broaden your career options and prove to current and potential employers that you are a well-educated professional. No distinction will be made on your official Penn State transcripts or diploma that your courses were completed online.

## Military and Veteran Students

We have aligned our online programs, students support services, policies, and procedures to support military personnel, veterans, and military family members. Applicants who are in the military may qualify for an application fee waiver. Contact us at [client@smeal.psu.edu](mailto:client@smeal.psu.edu) to request a waiver.

## Library Services

As a Penn State World Campus student, you will have access to one of the largest research library collections in North America, including more than 800 online research databases, 100,000 scholarly journals, and 1 million electronic books.

# Frequently Asked Questions

## How much is tuition?

Tuition is based on cost-per-credit and is associated with your program of study. Tuition rates are assessed every semester of enrollment, giving you the flexibility to pay as you move throughout the program. Please visit our website for the most up-to-date tuition rate.

## Does Penn State World Campus offer financial aid?

Penn State World Campus makes many options available to help you pay for your education. Full- and part-time degree-seeking students are eligible for federal student aid. We also have different options to help you, such as deferred payment plans, third-party payments for employed professionals, and military payment options.

## What does the online classroom look like?

Our philosophy for designing online courses: use the latest technology to best deliver the content in the most flexible way while keeping the technology transparent to you.

We use one centralized platform where you can log in to your classroom. There you can get assignments, interact with faculty and peers, reply to message boards, and more.

## Is this the real Penn State?

Yes. Penn State World Campus was launched in 1998 as Penn State's virtual campus administered online. It has since grown into one of the most highly regarded online campuses—extending Penn State's long-standing reputation as a leader in higher education to students around the world.

No distinction is made on your official Penn State diploma that your courses were completed at a distance. The credits you receive are exactly the same as those awarded to on-campus students.



# Begin Your Application Today

Admissions decisions for the Graduate Certificate in Corporate Innovation and Entrepreneurship and the Master's in Corporate Innovation and Entrepreneurship are based on a review of the complete application portfolio. Class size is limited. To receive priority consideration, submit your completed application portfolio as soon as possible. **GRE/GMAT scores are not required.**

## Application Materials

### Graduate Certificate

Completed graduate school application

- › A brief statement of purpose
- › One- to two-page résumé
- › TOEFL or IELTS score, if applicable

### Master's Degree

In addition to the application materials required for the graduate certificate program, candidates for the master's

degree should have at least three years of progressive work experience involving some form of managerial or team leadership experience.

- › Transcripts from all institutions attended
- › Two references

If you have questions, contact the program office at [CIENT@smeal.psu.edu](mailto:CIENT@smeal.psu.edu) or 814-865-5290.

For complete information about the application process, please visit: [worldcampus.psu.edu/innovapply](http://worldcampus.psu.edu/innovapply)

## Did You Know?

- › Penn State credits and degrees earned online are identical to those earned on campus.
- › Faculty in our online programs have extensive corporate, teaching, and research experience. In most cases they are the same distinguished professors who teach in our resident programs.
- › Penn State World Campus is consistently ranked as a top provider of online graduate business degrees by *U.S. News & World Report*.

# Contact Us

## Program Questions

Penn State Smeal College of Business  
Professional Graduate Programs Office

[psuworldcampus@psu.edu](mailto:psuworldcampus@psu.edu)

814 865 5290

[worldcampus.psu.edu/innovation](http://worldcampus.psu.edu/innovation)

## Admissions Questions

[psuworldcampus@psu.edu](mailto:psuworldcampus@psu.edu)

814 863 5386

[worldcampus.psu.edu/admissions](http://worldcampus.psu.edu/admissions)



**PennState**  
World Campus

The Pennsylvania State University  
128 Outreach Building  
University Park, PA 16802



**PennState**  
Smeal College  
of Business



@psuworldcampus



@PSUWorldCampus



Penn State World Campus



@pennstateworldcampus

**This publication is available in alternative media on request.**

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. Produced by Outreach and Online Education Marketing U.Ed. OUT 19 WC 0927/lrf/sss Copyright © 2019 The Pennsylvania State University