LETTER OF INTENT – 1

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas Fayetteville
2. Education Program Contact person/title: Dr. Ketevan Mamiseishvili, Interim Vice Provost for Academic Affairs
3. Telephone number/e-mail address: (479) 575-2151/kmamisei@uark.edu
4. Proposed Name of Certificate or Degree Program:

Master of Science in Product Innovation

1. Proposed Effective Date: Summer 2023
2. Requested CIP Code: 50.0404-Industrial and Product Design
3. Program Description:

The **Master of Science in Product Innovation** will prepare students to usher new products from the idea through the commercialization phases in existing companies or in new ventures. The program aims to equip students with the knowledge, skills, and abilities to improve probability of commercial success for innovative new products and services. The Master of Science in Product Innovation program will consist of a 12-month, 30-hour program that includes full summer, fall and spring terms. The students will select from one of two primary fields of study in the program electives: 1) a practicum-based product incubation field, in which they will participate in a product incubator program to develop and test new prototypes, or 2) a new venture development field, in which they will develop a business model, plan, and pitch around an existing product idea, refining and testing the product in tandem with this work as part of an interdisciplinary team.

The curriculum will cover the needs-based product design, prototype development and testing, business model development and validation, and project and product management. In addition to 21 hours of coursework, students will enroll in 9 hours of intensive experiential classes. Incubation programs overseen by the Office of Entrepreneurship and Innovation will be at the heart of the Practicum experience for students in field of study 1; the primary coursework in the Graduate Certificate in Entrepreneurship will provide that substance for students in field 2.

1. Mode of Delivery (mark all that apply):

**\_X\_\_On-Campus**

**\_X\_\_ Off-Campus Location**

Provide address of off-campus location:\_\_\_ The Collaborative, 700/702 SE 5th Street, Bentonville, AR 72712 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a copy of the e-mail notification to other institutions in the state notifying them of the proposed program. Please inform institutions not to send the response to **“Reply All”**. If you receive an objection/concern(s) from an institution, reply to the institution and copy ADHE on the email. That institution should respond and copy ADHE. If the objection/concern(s) cannot be resolved, ADHE may intervene.

Submit copy of written notification to Higher Learning Commission (HLC) if notification required by HLC for a program offered at an off-campus location.

\_\_\_\_\_\_Indicate distance of proposed site from main campus.

\_\_\_\_\_ Distance Technology

Submit copy of written notification to HLC if notification is required by HLC for a program offered by distance technology.

1. List existing certificate or degree programs that support the proposed program:

Master of Business Administration

Graduate Certificate in Entrepreneurship

1. President/Chancellor Approval Date: March 14, 2022
2. Academic Affairs Officer: Terry Martin Date: March 1, 2022