

Date Submitted: 02/01/24 6:23 am

Viewing: **PRINMS : Product Innovation, Master of Science**

Last approved: 01/12/24 1:36 pm

Last edit: 02/21/24 2:15 pm

Changes proposed by: waldie

Catalog Pages Using this Program

[Product Innovation \(PRIN\)](#)

Submitter: User ID: [waldie aellstra](#) Phone: [2058 5-6145](#)

Program Status: Active

Academic Level: Graduate

Type of proposal: Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year: Fall 2024

College/School Code: Walton College of Business (WCOB)

Department Code: Department of Strategy, Entrepreneurship and Venture Innovation (SEVI)

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. SEVI Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. GRAD Dean
10. WCOB Dean
11. Global Campus
12. Provost Review
13. Graduate Council
14. Faculty Senate
15. Provost Final
16. Registrar Final
17. Catalog Editor Final

Approval Path

1. 02/06/24 3:20 pm
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 02/06/24 3:34 pm
Ed Bengtson (egbengts): Approved for GRAD Dean Initial
3. 02/21/24 1:11 pm
Lisa Kulczak (lkulcza): Approved

Program Code PRINMS
 Degree Master of Science
 CIP Code

for Director of
 Curriculum Review
 and Program
 Assessment

4. 02/21/24 2:15 pm
 Gina Daugherty
 (gdaugher):
 Approved for
 Registrar Initial
5. 02/21/24 4:08 pm
 Doug Miles
 (dmiles): Approved
 for Institutional
 Research
6. 02/22/24 7:35 am
 Jason Ridge (ridge):
 Approved for SEVI
 Chair
7. 02/22/24 7:52 am
 Alan Ellstrand
 (aellstra): Approved
 for WCOB
 Curriculum
 Committee
8. 02/22/24 7:53 am
 Alan Ellstrand
 (aellstra): Approved
 for WCOB Faculty
9. 02/22/24 9:18 am
 Ed Bengtson
 (egbengts):
 Approved for GRAD
 Dean
10. 02/23/24 9:35 am
 Alan Ellstrand
 (aellstra): Approved
 for WCOB Dean
11. 02/23/24 9:35 am
 Suzanne Kenner
 (skenner): Approved
 for Global Campus

12. 02/23/24 10:22 am

Matthew Ganio
(msganio):
Approved for
Provost Review

13. 03/28/24 7:09 pm

Ed Bengtson
(egbengts):
Approved for
Graduate Council

History

- 1. Aug 5, 2022 by Alan Ellstrand (aellstra)
- 2. Mar 21, 2023 by Mike Waldie (waldie)
- 3. May 25, 2023 by Gina Daugherty (gdaugher)
- 4. Jan 12, 2024 by Gina Daugherty (gdaugher)

50.0404 - Industrial and Product Design.

Program Title

Product Innovation, Master of Science

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

Yes

College(s)/School(s)

College/School Name
Graduate School and International Education (GRAD)

What are the total 30
hours needed to
complete the
program?

Program Requirements and Description

Requirements

Admission Requirements: Students must apply to and meet the admission [requirements](#) of the Graduate School of Business and be admitted by the departmental admissions committee.

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 the probability of commercial success for innovative new products and services. The degree will consist of a 12-month, 30-hour program that includes full summer, fall and spring terms. The curriculum will cover the needs-based product design, prototype development and testing, business model development and validation, and project and product management. Students will select from one of two practicum groups based on their specific interests:

A practicum-based product incubation practicum in which students will participate in a product incubator program to develop and test new prototypes, or

A new venture development practicum in which students 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.

[Academic Standing and Dismissal:](#) [Please see the Graduate School of Business policy for more information.](#)

Additional Degree Requirements: In addition to 30 hours of required coursework, students must take a comprehensive exam. The comprehensive exam will take the form of the final project in [SEVI 5450V](#) Product Innovation Practicum or [SEVI 5410V](#) New Venture Development II. An individual's grade of B or above in the project will be considered a pass on the comprehensive exam.

Up to 12 hours of the [Graduate Certificate in Entrepreneurship](#) may apply towards the degree requirements of the Master of Science in Product Innovation.

Core Courses (15 hours)

SEVI 54203	User Research in Applied Environments	3
SEVI 52103	Business Foundations for Entrepreneurs	3
SEVI 54303	Legal, Social and Economic Context for Product Innovation	3
SEVI 54403	Principles of Product Design and Prototyping	3
SEVI 54603	Product Management	3

Practicum Requirements 9

Choose one of the following practicums

[SEVI 5450V](#) Product Innovation Practicum

OR

[SEVI 53203](#) New Venture Development
& [SEVI 5410V](#) and New Venture Development II ²

Electives*

6

[SEVI 53603](#) Innovation & Creativity

[MKTG 55503](#) New Product Development and Strategy

[MKTG 52203](#) Marketing

[SCMT 57303](#) Supply Chain Strategy, Governance and Change Management

[SEVI 50203](#) Sustainability in Business

[MSEN 52503](#) Emerging Technologies in Industry

Other electives may be approved by the Program Director

[*Electives to be approved in consultation with Program Director](#)

Total Hours

30

1

Product Innovation Practicum students will take 3 hours of [SEVI 5450V](#) in the fall and 6 hours in the spring.

2

New Venture Development Practicum students will take [SEVI 53203](#) in the fall semester and take [SEVI 5410V](#) with six hours in the spring.

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 25

Scheduled Program Review Date 2026

Program Goals and Objectives

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The program aims to equip students with the knowledge, skills, and abilities to improve the probability of commercial success for innovative new products and services.

Learning Outcomes

Learning Outcomes

Learning outcomes will include the following subject domains: Needs-based product design, prototype development and testing, business model development and validation, and project and product management. Graduates will be able to identify meaningful problems and market needs, design and develop prototypes and working models, build financial statements, communicate complex ideas persuasively, conduct market analyses, obtain intellectual property protections, and develop sophisticated go-to-market plans. Through their educational experience, these students will also gain first-hand innovation and product management experience on a technology innovation team within an industry or startup context.

Description and justification of the request

Description of specific change	Justification for this change
Removed reference to specific elective courses and replace the same 6 hour requirement with program director consent.	This adjustment to electives allows for more flexibility in student interests and product potential to serve a broader student population within the University.

Upload attachments

Reviewer Comments

Lisa Kulczak (lkulcza) (02/21/24 1:11 pm): ATTENTION REGISTRAR: Please remove Undergraduate Council from the workflow.

Gina Daugherty (gdaugher) (02/21/24 2:15 pm): Undergraduate Council removed from workflow.