

**Program Name: Master of Science in Administrative Studies: Concentration in Innovation and Technology**

Academic Department: Administrative Science

Program Director/Coordinator: Dr. Kip Becker

Date approved by department/program faculty: October 4, 2013

Learning Objectives:

Students graduating with a master of science in administrative studies with a concentration in innovation and technology degree are expected to:

1. Have obtained from the degree core an understanding of critical and innovative thinking, a global business perspective, enhanced communication skills as well as the technical tools and techniques necessary for business decision making.
2. Understand and be able to apply the directly relevant concepts and typologies describing: a) varieties of innovation, and the particular “commercialization” process; b) types of contexts and their implications, i.e. the effect of institutional settings and organizational value networks (financial and cultural norms) on the innovation process c) methods of strategic, entrepreneurial, and marketing analysis e) the changing basis of competitive advantage over time and dimensions for describing this factor and g) modern approaches to adding value to products and services such as inter-organizational alliances and attention to user interfaces, user experience, and consumer branding; and the organizational roles such as business and channel developers that relate to these processes.
3. Be able to apply research based concepts concerning innovation to analyze and manage/facilitate the commercial development and improvement of products, services, and processes that add value to their stakeholders. Students will be able to accomplish this in a range of settings such as established companies and smaller and new ventures.