

## **Wingate University MBA Program Corporate Innovation Concentration**

**I. Overview:** The Corporate Innovation concentration focuses on entrepreneurship within a corporate setting and managing innovation and technology in order to develop competitive advantage from a corporate perspective.

### **II. Corporate Innovation Concentration Courses:**

1) BUS 660 – Corporate Innovation (3 credits)

Overview: This course is designed to develop strong innovation management skills to help managers make good decisions relating to innovation strategy and implementation of new products and processes within their firms. The course exposes students to guiding concepts and theories of innovation and how to translate these concepts into concrete strategies and programs for developing new products and services and understanding paradigm shifts in market needs.

Prerequisites: Organizational Mgt (BUS 612); Marketing Mgt (BUS 622)

2) BUS 661 – Technology and Innovation Management (3 credits)

Overview: This course's main objective is to develop decision-making skills in managing technology and innovation programs throughout organizations. The course will focus on technology strategy and implementation of technology, managing in varying technology environments, and managing the innovation process and related technology projects across functions.

Prerequisites: Organizational Mgt (BUS 612); Marketing Mgt (BUS 622)

**III. Concentration Sequence:** Upon completion of the prerequisite core course noted above, BUS 660 and BUS 661 may be taken in either order, although taking BUS 660 is recommended. Including the core course BUS 612, this represents nine credits in total course content.

### **IV. Contact:**

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