

Course Description

CORE COURSES

INNO 6222. Competing in Dynamic, Innovation-Driven Markets

Instructor – Arthur Langer

Reviews the key theories and tools needed to understand how technological change creates new markets and prompts new business models, how technology-based firms can outcompete rivals in fast-growing markets characterized by high uncertainty, and how the evolution of technology in an industry affects the type of firm capabilities needed to succeed over time.

INTB 6226. Becoming a Global Leader

Instructor – Lyle Yorks

Seeks to help students build the cross-cultural skills necessary to comfortably and effectively work in different cultures and with people from different cultures. Discusses the alignment between the firm's business strategy and the leader's responses in a multicultural environment along with the methods for leadership effectiveness in multicultural teams and virtual environments. Using online, experiential, and discussion-based methods, offers students an opportunity to gain the self-awareness needed to generate a plan for their own global leadership development.

MISM 6212. Data Mining and Machine Learning for Business

Instructor – Norman Jacknis

Examines data mining perspectives and methods in a business context. Introduces the theoretical foundations for major data mining methods and studies how to select and use the appropriate data mining method and the major advantages for each. Students use contemporary data mining software applications and practice basic programming skills. Focuses on solving real-world problems, which require data cleaning, data transformation, and data modeling.

Course Description

MKTG 6230. Driving Marketing Performance: Measure, Analyze, Profit

Instructor – [Craig Cuyar](#)

Introduces how to measure, analyze, and evaluate the profit impact of marketing actions (MAP) by bringing together marketing, strategy, and finance. Your organization is going to spend millions on a new marketing or strategic initiative, but how will you know if it is working? Marketing performance measurement and feedback systems enable managers to take smarter risks by assessing experimental projects and forecasting the profit potential of bigger, bolder initiatives. Offers students an opportunity to explore systems that summarize marketing productivity and suggest steps for performance improvement in marketing strategy and tactics.

INNO 6254. Technology and the Law

Instructor – [Julia Brickell](#)

Introduces the intersection of law and technology, focusing on legal principles impacting business decisions. Examines how to make informed choices and collaborate with lawyers. Emphasizes understanding key legal issues, effective interaction with legal professionals, and fostering the capability to discuss and explain issues within business teams.

MASTER THESIS PROJECT

INNO 6240. Strategic Disruption Residency 1

Instructor – Norman Jacknis

Examines how organizations invest in new technologies to gain a competitive edge. Exposes students to different methods used to improve core business performance through strategic planning, technology road mapping, and market analysis. Offers students an opportunity for hands-on experience with formulating and implementing strategic plans.

Course Description

INNO 6241. Strategic Disruption Residency 2

Instructor – Mark Mooney

Emphasizes the importance of how to market and sell new products or services, both for internal and external applications. Offers students an opportunity to acquire a comprehensive understanding of how to design strategic revenue strategies that focus on how value is determined, and revenues are matched against expense investments. Guides students to explore the challenges and solutions to implementing innovation processes that leverage digital technologies and collaborative cultures. Includes a mix of research topics, cases, and hands-on learning.

INNO 6242. Strategic Disruption Residency 3

Instructor – Conrad Fernandes

Explores the policies and procedures germane to the internal operation of a technology-driven organization. Emphasizes the principles of risk management and quality control, training and documentation requirements, standards design, and IT support systems. Focuses on choosing, developing, and using operational metrics and analytics to govern a technology-driven operation and mining business intelligence from internal and external sources for use in running that operation.

INNO 6250. Integrated and Applied Technology Leadership Project

There are three executive seminars in which students build "chapters" that comprise their Integrated and Applied Technology Leadership (IATL) project. Primarily examines the technical and managerial challenges of implementing complex technology-based products—from system modeling, integration of modules, requirements verification, and formal specifications to the definition and overall coordination of the development team's efforts. Covers multiple product environments. Pairs students with mentors based on initial project proposal. Regular meetings with mentors offer students opportunities to refine the project and reinforce the business needs. May be repeated once.

Course Description

ELECTIVES

INNO 6252. Business Opportunities in Sustainable Smart City Initiatives.

Instructor – Norman Jacknis

Explores technology's role in addressing urban sustainability. Examines the impact of technology, designing profitable smart city projects, and key factors influencing corporate involvement in these initiatives. Studies the navigation of public sector processes for mutual benefit. Topics include smart traffic, safety, housing, the environment, education, healthcare, economic development, and tourism.

INNO 6253. Managing the metaverse

Instructor – Don Marinelli

Explores the foundations of the metaverse and its impact on technology, society, and commerce. Analyzes the historical context, augmented and virtual reality, alternate realities, and the potential for a fully realized metaverse. Utilizes transmedia storytelling as a lens to understand how these dimensions shape human experience and offers opportunities for creative and profitable interactions.

INNO 6401. Blockchain AI and IT

Instructor – Tej Anand

Covers the design of blockchains and their applications in healthcare, media, financial services, information security, supply chain logistics, and enterprise systems. Introduces the technology underlying blockchains and related implications for IT, analytics, business models, and business processes. Studies a variety of topics within the domain of blockchain technology and its enablement of machine learning. Demonstrates and shares business implications through faculty- led discussion and synthesis. Readings, content, and lectures are context and raw materials.

Course Description

INNO 6402. Creating Value in the Experience Economy

Instructor – Joe Pine

Through readings, videos, coursework, and a combination of group and individual assignments, you will learn how to design and depict economic experiences and thereby create greater economic value in your company. Any business can benefit by going beyond their core offerings (whether commodities, goods, or services) to stage engaging experiences for their customers, including B2B companies. You will learn how to stage experiences that are cohesive, robust, personal, dramatic, and even transformative — and worth an admission fee. You will further learn how to manage customer perception of authenticity across all of your offerings, how to create marketing experiences that generate demand for them far better than advertising or other methods can, and finally, how to use digital technology to stage experiences that fuse the real and the virtual. After completing this 7-week course you will be better able to lead endeavors that seek to create greater value for customers.

INNO 6403. Cybersecurity Response Policy and Practice

Instructor – Robert Duncan

Introduces the tools needed to build, deliver, and implement a cybersecurity strategy, obtain board consensus around the proposed strategy, and develop an associated “cyber playbook” to respond to security incidents. Focuses on cybersecurity strategy and risk framework from the perspective of the board and executive team. Offers students an opportunity to transition from a strategy and planning perspective to driving cybersecurity tactically with security teams and the business, including security awareness and integration of security controls. Examines how to apply tactical knowledge of incident response and reporting via a scenario-based experiential exercise with role-playing in a simulated cybersecurity crisis situation derived from real-world scenarios.

Course Description

INNO 6404. Database Platform Design

Instructor – Douglas Scherer

The course looks at key topics that frequently cause a gap within business-techno-analytic conversations. This Database Platform Design course helps bridge that gap by developing your knowledge of data technology concepts, leading to more informed decisions for data intensive projects. Course material will cover meta-concepts that are common stumbling blocks in defining new work: the Technology/Analyst relationship, and Database Engines and Associated Technology. Throughout the seven-week course, you will work in groups and individually to experience the frustrations and resolutions of developing a Business Requirements document for an analytics project. To that end you, and your classmates will interact and present group deliverables each week. You will also participate in discussions that focus on the process of working on both sides of the Technology/Analyst Relationship.

INNO 6405. Enterprise Information Security: Threats and Defenses

Instructor – Corey Hirsch

Examines tactical orientation following identification of a security threat, at the point of requiring immediate analysis and response to mitigate damage and loss to an organization. Reviews the strategic design of a connected defensive structure built of tools, procedures, and integrations. Focuses on business model relationships to security threat profiles, including managing vulnerability introduced through mergers and acquisitions and active directory migrations. Studies service and administrative account management and other aspects of network design and management. Offers students an opportunity to investigate recent/current cases and to devise countermeasures aimed at incident prevention and effective cyber incident response management and monitoring.

Course Description

INNO 6406. Leading Disruptive Change in a Digital Economy

Instructor – Steve Bandrowczak

Focuses on the impact of information technology on an organization's transformative objectives. Studies concepts relating to how to integrate IT as the key driver for business process change, for continuous improvement in incremental gains, and for selective reengineering to effectuate substantial breakthroughs in process performance. Offers students an opportunity to develop an understanding of how technology has a push effect on an organization's processes and of the various factors that must be in synch to facilitate such an effect.

INNO 6408. Raising Capital

Instructor – Ashifi Gogo

Explores multiple strategies for students to launch new ventures as entrepreneurs or intrapreneurs. Focuses on the assessment of business models, funding strategies, team building approaches, and go-to-market examples for new ventures. Offers students an opportunity to draw upon previous academic and professional experience in cross-disciplinary ideation, finance, business strategy, law, market research, and organizational behavior to actualize new venture ideas. Culminates in a new venture pitch to mentors and peers who may include serial entrepreneurs, venture capitalists, startup advisors, and individuals with C-level corporate experience.