

Corporate Innovation

learn & engage



For students who want to be in a business development role, a product manager role, or a general manager role and drive growth through innovation and new product creation at an existing firm, the I&E's Corporate Innovation programming can help you hone the skills you will need to excel as an innovator inside a larger organization. Provided below is a list of courses and activities that are particularly relevant for a career driving corporate innovation; however, individuals should leverage the flexibility of the curriculum to craft the mix of courses and experiences that best complement and expand their existing skillset to catapult them toward their personal career objectives.

LEARN THE CONCEPTS THROUGH OUR COMPREHENSIVE COURSE OFFERINGS

FOUNDATIONAL CASE-BASED COURSES

Strategy 838	ENTREPRENEURIAL STRATEGY	Spring 1
Strategy 845	ENTREPRENEURIAL EXECUTION	Spring 2
Finance 646	CORPORATE FINANCE	Fall 2 Spring 1
Management 738	MANAGING INNOVATION IN A GLOBAL ORGANIZATION	Fall 1
Management 747	LEADERSHIP	Spring 1
Marketing 802	MARKETING OF INNOVATIONS	Fall 2

FOUNDATIONAL EXPERIENTIAL-LEARNING AND PROJECT-BASED COURSES

NEW VENTURES: DISCOVERY

Strategy 848 || Fall 1 + Fall 2 & Spring 1 + Spring 2

Want to know where good ideas come from? New Ventures: Discovery is designed to lead you to a eureka moment by teaching you how to explore the world around you for problems worth solving. By the end of the course you will have identified more than a hundred problems and opportunities and will have gotten feedback from users about whether you are on the right track.

NEW VENTURES: DEVELOPMENT

Strategy 849 || Fall 1 + Fall 2 & Spring 1 + Spring 2

Have an idea for a problem you want to solve or want to design a business model around someone else's problem? New Ventures: Development will lead you through the process of understanding whether an idea has teeth and if it is a business worth doing. You will learn to assess opportunities, develop and test business models, understand your financials, and build a successful team.

FUQUA CLIENT CONSULTING PRACTICUM (FCCP) x I&E

Strategy 895 || Spring 1 + Spring 2

Through the FCCP program, you can engage in an extended consulting project working with a corporate innovation group over the course of the semester on an innovation project of strategic importance to the organization. Clients and projects vary year to year.

CASE-BASED COURSES TO ROUND OUT YOUR SKILLS

Finance 660	PRIVATE CAPITAL MARKETS	Fall 1
Management 745	NEGOTIATIONS	Fall 1 Spring 1 Spring 2
Marketing 738	CONSUMER BEHAVIOR	Fall 1
Marketing 796	MARKET RESEARCH	Spring 1

INDUSTRY SPECIFIC COURSES

Hlthmgmt 712	MEDICAL DEVICE STRATEGY	Fall 1
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HONE YOUR SKILLS THROUGH CO-CURRICULAR ACTIVITIES

PROGRAMS & EVENTS

Corporate Design Lab

This four-hour workshop pairs students alongside a corporate innovation team working to develop a new product. The session includes the opportunity to hear about a real challenge an organization is facing and creates an opportunity to flex your creative muscles to develop a potential solution.

Innovation Immersion Trek

Visit the innovation units of local companies to hear first-hand how they are driving business growth through innovation. Through the trek you will have the opportunity to meet innovation leaders, learn about innovation management processes, and be inspired by new ideas emerging from large firms.

STUDENT CLUBS

Design & Innovation Club

From innovation methodologies to user-centered research, the Design & Innovation club helps expose you to a breadth of professional opportunities that value the design thinking mindset.

Tech Club

Offers career resources, learning opportunities, alumni outreach, and other resources for those interested in working in the technology industry.

ENGAGE WITH EXPERTS ACROSS CAMPUS AND IN THE COMMUNITY

Research Triangle Park (RTP) Foundation Events

Home to the innovation arms of hundreds of global companies, RTP is an epicenter of corporate innovation. The RTP Foundation frequently sponsors events, seminars, and breakfast that are of interest to corporate innovators.

