MESSAGE FROM THE ACADEMIC DIRECTOR

BECOME A MASTER OF INNOVATION

Innovation can drive success anywhere. And Innovation is not constrained by discipline or by the nature of your work. Whether you are a banker, a scientist, a manager, an entrepreneur, or an artist—innovation is the key to advancing your discipline, and to creating new businesses and products.

We believe the skills and knowledge to catalyze, lead, and deliver value through innovation can be sharpened and learned. And our Masters programme does just that, providing you with a deeper insight than any other programme into the world of innovation and entrepreneurship.

Our Masters in Innovation is the only Asia-focused programme designed to teach anyone to be an innovator in his or her field.

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THE CURRICULUM

Students enroll in the 8 Modules and 4 Innovation Workshops listed below. Modules meet on Saturdays and Workshops meet on Friday evenings during the 8-week long terms. Total programme duration is 12 months.

Term 1
- Module 1: The Innovator’s Mindset
- Module 2: Design Thinking and Concept Development
- Workshop: Creating and Capturing Value

Term 2
- Module 3: Defining and Understanding New Markets
- Module 4: New Business Creation
- Workshop: Seeing and Pursuing Opportunity

International Residency

Capstone Project

Term 3
- Module 5: Financing and Modeling Innovation
- Module 6: Innovation Strategy and Execution
- Workshop: Assessing and Managing Risk

Term 4
- Module 7: Leading People and Innovation
- Module 8: Intellectual Property and Value Capture
- Workshop: Thinking Big and Having Impact

The Innovation Workshop is a central guided part of the learning experience. Participants will be at the forefront of research and practice by engagement and networking with diverse and knowledgeable thought leaders: all in the quest for the latest in innovation thinking.

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ADMISSIONS AND FEES

Admission Requirements
- An undergraduate bachelor’s degree programme
- A good GMAT test score or Online Admission Test
- A good TOEFL or IELTS score

Application fee: S$50.00
Registration fee: S$400.00
(Tuition fee for the Master Programme: S$39,800 (before 7% GST) payable in four installments.

Academic Director
Dr Adel F. Dimian
Associate Professor of Management Practice

The SMU City Campus — Singapore
The Programme

This master by coursework programme delivers a relevant curriculum and innovative pedagogy applied to the heart of the Singapore / Regional need for new business creation and innovation. A 12-month weekend-based engagement, the programme delivers a cross-disciplined and practical innovation and entrepreneurship education through world-class team faculty, regular engagement with thought leading practitioners, international residencies with leading schools, and practical field intern projects. All designed to engage, challenge and grow Asia’s next generation of innovation and entrepreneurial leaders.

The Master of Science in Innovation (MI) programme is designed so that students can complete the part-time programme in four terms over twelve months, even while working full-time. The programme begins in August 2012 and there will be only one admission each year. Candidates for the Masters in Innovation degree are required to complete 8 Modules, 4 Innovation Workshops, a Capstone Project, and an International Residency.