

# BOARD OF REGENTS

EASTERN MICHIGAN UNIVERSITY

## RECOMMENDATION

### **NEW ACADEMIC PROGRAM: Management of Innovation and Strategy, M.S.**

#### **ACTION REQUESTED**

It is recommended that the Board of Regents approve a New Academic Program: **Master of Science in Management of Innovation and Strategy**.

#### **STAFF SUMMARY**

The Master of Science in Management of Innovation and Strategy program is tailored to meet the needs of working professionals seeking to enhance their skills as innovative and strategic leaders. Participants gain access to tools and techniques for fostering creativity, managing strategic plans, and communicating effectively as leaders. The program enables students to develop innovative strategies to tackle the most pressing organizational challenges. Additionally, students learn to hone their strategic leadership abilities, with a focus on innovation and creativity, enabling them to adapt to ever-changing business environments. The program employs a range of teaching methods, such as business case studies, simulations, and projects, to provide students with a hands-on learning experience. The small size of the cohorts ensures that students receive personalized attention from faculty members who hold doctoral degrees in their respective fields and senior executives from leading corporations.

#### **PROPOSAL ELEMENTS**

*Rationale* According to the Graduate Management Admission Council (GMAC) Application Trends Survey 2021 Report, Masters programs in Management continue to be one of the most considered programs by applicants. Management programs reported growth in overall applications relative to a year-on-year change of 76% in 2020, followed by another 50% in 2021.

In addition, Southeast Michigan is an excellent market for professional candidates for this program. Detroit hosts the most companies in Michigan that employ a large number of professionals. Fifty-three companies with at least 10,000 employees have headquarters in Michigan, and more than 50% are in Detroit. Furthermore, there are 100 companies with headquarters in Michigan with at least 4,000 employees, most of which are in and around Detroit.

Advanced manufacturing, aerospace, cybersecurity, defense, and mobility are the fastest-growing industries in Michigan. For example, the aerospace industry is growing, with over 600 companies in our area. Based on these facts, Detroit is strategically located to attract professionals to this program.

*Program Distinction* The program is focused on technological innovation with strategy and leadership in organizations, which is relevant in the current environment. Similar programs in the region do not concentrate on organizational or technical innovations. The program's format is unique in that professionals can complete the program at a convenient time and location. The program will also offer the unique opportunity to interact with professionals and leaders in the business community. No other program provides the chance to complete a program by spending some class time during lunch for only two days a week.

*Curriculum Design* The graduate program requires students to complete 30 credit hours of coursework. Classes will be held in Downtown Detroit twice a week during lunch hours, which is convenient for working professionals.

All courses in this program will have guest lectures from business executives.

Upon completion of the program, students will be able to apply different methods and frameworks of strategy, organizational innovation, and leadership processes to become successful and strategic leaders.


*Projected Enrollment* The Management Department predicts that the program's first cohort will consist of 15 students and will expand to 25 students over three years. After the program is established, the department expects to enroll 30 new students in each cohort.

## FISCAL IMPLICATIONS

The current Academic Affairs budget will absorb program costs.

## ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.

  
University Executive Officer  
Rhonda Longworth, Ph.D.

9/27/23  
Date