

BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)/PRODUCT INNOVATION, MASTER OF (M.P.I.) [DUAL DEGREE]

Advanced study in business administration and product innovation is available through a dual degree program sponsored by the School of Business and da Vinci Center for Innovation.

The dual degree Master of Business Administration and Master of Product Innovation program allows students to earn two degrees with a minimum of 66 graduate credits rather than the 78 graduate credits necessary if the two degrees were pursued separately. This efficiency lowers the overall cost of tuition while also reducing time to earning both degrees.

Prerequisite and/or foundation courses may effectively increase the number of credits needed to earn the degrees.

Program goals

The objectives of this dual degree program are to:

- Prepare graduates from the product innovation program to be effective leaders and managers in organizations
- Equip graduates from the product innovation program with tools and techniques that optimize managerial decisions
- Provide the ability for product innovation graduates to show the demonstrable value and returns to the firm arising from product innovation and/or innovative ideas
- Develop interpersonal and professional skills critical to business including communication and presentation skills, leadership and management, and situational awareness, among others

Among the many benefits offered by participation in the dual degree program are the following:

- Complementing the technical knowledge obtained in the product innovation program with general management skills obtained in the M.B.A.
- Complementing the general management skills obtained in the M.B.A. with a high degree of specialization in product innovation
- Enhanced ability to effectively compete for managerial positions across a wide spectrum of levels in today's organizations
- Enhanced job prospects particularly for candidates intending to switch careers or striving to move up within their organizations
- The ability to effectively complete both degrees within a shorter time frame with considerable time and tuition savings through the 12 dual-counted credits

The diplomas for this dual degree program may be awarded sequentially or simultaneously. Students are not required to begin both programs in the same semester, but must be enrolled in both degrees for at least one semester prior to graduation from either program for credits to be shared across programs.

Student learning outcomes

See each degree program page for student learning outcomes.

Other information

Advising

A program manager and/or faculty adviser from each program will serve as an adviser and administrative liaison for students. They will assist in developing a plan of study to meet the curriculum requirements of both programs.

Admission requirements

Students must officially apply and be admitted to each degree program separately before the pursuit of the dual degree program may begin. It is not required to begin both programs in the same semester. View the application requirements for each program for additional details.

Degree requirements

Students must complete a minimum of 66 total credits to earn the Master of Business Administration and Master of Product Innovation.

A total of 12 credits may be counted toward both programs:

Course	Title	Hours
INFO 661	Information Systems for Managers (core requirement for M.B.A.; satisfies M.P.I. core requirement INNO 503)	3
INNO 501	Arts Principles for Product Innovation (core requirement for M.P.I.; satisfies M.B.A. elective)	3
INNO 590	da Vinci Project (core requirement for M.P.I.; satisfies M.B.A. elective)	3
INNO 600	Integrative Design Studio (core requirement for M.P.I.; satisfies M.B.A. elective)	3

The diplomas for this dual degree program may be awarded sequentially or simultaneously.

Curriculum requirements for the dual degree

Course	Title	Hours
M.B.A. requirements		
• Required courses		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers (satisfies M.P.I. core requirement INNO 503)	3
INNO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 524	Statistical Fundamentals for Business Management	3
SCMA 675	Operations Management	3
• Electives		

Satisfied by INNO 501, INNO 590 and INNO 600	9
M.P.I. requirements	
• Required courses	
Select two or three of the following: ¹	6-9
INNO 501 Arts Principles for Product Innovation (satisfies M.B.A. elective)	
INNO 502 Business Principles for Product Innovation	
INNO 503 Technology Principles for Product Innovation (satisfied by M.B.A. core requirement INFO 661)	
INNO 590 da Vinci Project (satisfies M.B.A. elective)	3
INNO 600 Integrative Design Studio (satisfies M.B.A. elective)	3
• Technical electives	6
Select two from the following: ²	6
INNO 591 Topics in Product Innovation	
INNO 610 Innovation, Design Thinking and Change Management	
INNO 691 Topics in Product Innovation	
INNO 697 Guided Study in Product Innovation	
• Master's project	
INNO 651 Master's Project in Product Innovation I	6
INNO 652 Master's Project in Product Innovation II	6
Total Hours	66

The minimum number of graduate credit hours required for this dual degree and certificate is 66.

Sample plan of study

What follows is an example plan that meets the prescribed requirements. Students may work with their adviser to consider an individual enrollment plan that best meets their goals. Part-time enrollment and summer courses may be considered.

Year one		
Summer semester		Hours
INNO 600 Integrative Design Studio (satisfies M.B.A. elective)		3
Technical elective		3
Term Hours:		6
Fall semester		
INNO 501 Arts Principles for Product Innovation (satisfies M.B.A. elective)		3
INNO 502 Business Principles for Product Innovation		3
INNO 590 da Vinci Project (satisfies M.B.A. elective)		3
Term Hours:		9
Spring semester		
INNO 651 Master's Project in Product Innovation I		6
Technical elective		3
Term Hours:		9

Year two

Summer semester

INNO 652 Master's Project in Product Innovation II		6
Term Hours:		6
Fall semester		
ACCT 507 Fundamentals of Accounting		3
FIRE 520 Financial Concepts of Management		3
INFO 664 Information Systems for Business Intelligence		3
SCMA 524 Statistical Fundamentals for Business Management		3
Term Hours:		12
Spring semester		
ECON 610 Managerial Economics		3
INFO 661 Information Systems for Managers (M.B.A. core requirement; satisfies M.P.I. core requirement INNO 503)		3
MGMT 641 Leading People and Organizations		3
SCMA 675 Operations Management		3
Term Hours:		12
Year three		
Fall semester		
ACCT 608 Managerial Accounting Concepts		3
FIRE 623 Financial Management		3
MGMT 642 Business Policy and Strategy		3
MKTG 671 Marketing Management		3
Term Hours:		12
Total Hours:		66

The minimum number of graduate credit hours required for this dual degree and certificate is 66.

Contact

Austen Gouldman
gouldmana@vcu.edu
(804) 828-4622

Additional contact

Graduate Studies in Business
gsib@vcu.edu
(804) 828-4622

Program website: business.vcu.edu/academics/mba-options (<https://business.vcu.edu/academics/mba-options/>)