

PRODUCT INNOVATION, MASTER OF (M.P.I.)

Program mission and objectives

Integrating arts, business and engineering principles, students in the Master of Product Innovation learn advanced product innovation topics pertaining to conceptualization, development and commercialization of new products/services. Through unique instruction and experiential learning that culminates with a yearlong master's project, students have a real product innovation experience. The program emphasizes product innovation and teamwork skills so that graduates can take on key leadership roles that stimulate the creation, development and management of new products and services.

Student learning outcomes

The M.P.I. program hones competency in the area of product innovation. Students will:

1. Demonstrate successful collaboration skills
2. Demonstrate the ability to conceive and develop product concepts and related business plans
3. Demonstrate the ability to think across multiple disciplines
4. Demonstrate the ability to create and deliver effective presentations and other communication media such as reports and portfolios

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the Graduate School website (<http://www.graduate.vcu.edu/>) and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the [academic regulations section for additional information on academic regulations for graduate students.](http://bulletin.vcu.edu/academic-regs/)

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the [academic regulations section for additional information on degree candidacy requirements.](http://bulletin.vcu.edu/academic-regs/grad/candidacy/)

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the [academic regulations section for additional information on graduation requirements.](http://bulletin.vcu.edu/academic-regs/grad/graduation-info/)

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.P.I.			
Domestic applicants (no visa required)	Summer	March 15	
	Fall	June 15	
International applicants (student visa required)*	Summer	Dec 15	
	Fall	March 15	
*If applying after the listed deadlines, international applicants will be considered on a case-by-case basis			

Special requirements

- Applicants from any specialization/background are encouraged to submit five to 15 examples of past project work. No test scores are required to apply. A personal interview may be requested.

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>), the following requirements represent the minimum acceptable standards for admission:

1. A bachelor's degree or equivalent from an accredited college or university

- A minimum undergraduate GPA of 3.0 on a 4.0 scale for at least the last two years of undergraduate work – unless approved by the director of academic programs
- For applicants whose native language is not English, satisfactory scores from a standardized test commonly used and deemed appropriate for evaluation of English language proficiency, such as the TOEFL
- Three letters of recommendation
- Applicant’s written statement of intent for pursuing graduate study in the product innovation discipline

Degree requirements

The Master of Product Innovation requires a minimum of 30 graduate credit hours for completion. In addition to general VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info/>), students must:

- Complete an orientation experience prior to the first full semester of study in the program
- Complete the required core curriculum courses (12 or 15 credit hours of specified course work depending on undergraduate degree)
- Complete two elective courses (six credit hours) with one of these courses at the 600 level
- Complete the master’s project courses (12 credit hours) (The master’s project is mandatory for all students.)

The program can be taken either on a full-time or part-time basis.

Curriculum requirements

Course	Title	Hours
Core requirements		
Select two or three of the following: ¹		6-9
INNO 501	Arts Principles for Product Innovation	
INNO 502	Business Principles for Product Innovation	
INNO 503	Technology Principles for Product Innovation	
INNO 590	da Vinci Project	3
INNO 600	Integrative Design Studio	3
or INNO 610	Innovation, Design Thinking and Change Management	
Technical electives		
Select two of the following: ²		6
INNO 591	Topics in Product Innovation	
INNO 691	Topics in Product Innovation	
INNO 697	Guided Study in Product Innovation	
Other approved graduate-level course ³		
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		30-33

¹

Select depending on which courses do not correspond to the undergraduate degree. If the student does not have an undergraduate

degree in an arts, business or engineering discipline, all three courses must be taken. **Note:** Students are strongly encouraged to take all three courses regardless of undergraduate degree.

²

All technical electives must be at the graduate level, with at least three credit hours at the 600 level.

³

Specific courses will be determined by the student with approval by the M.P.I. faculty committee.

The minimum number of graduate credit hours required for this degree is 30.

Sample full-time enrollment plan of study for summer start

Year one

Summer semester		Hours
INNO 600	Integrative Design Studio	3
or	or Innovation, Design Thinking and Change Management	
INNO 610		
INNO 691	Topics in Product Innovation	3
Term Hours:		6

Fall semester

INNO 501	Arts Principles for Product Innovation ¹	3
INNO 502	Business Principles for Product Innovation ¹	3
INNO 503	Technology Principles for Product Innovation ¹	3
INNO 590	da Vinci Project	3
Term Hours:		9-12

Spring semester

INNO 651	Master’s Project in Product Innovation I	6
INNO 697	Guided Study in Product Innovation	3
Term Hours:		9

Year two

Summer semester		Hours
INNO 652	Master’s Project in Product Innovation II	6
Term Hours:		6
Total Hours:		30-33

¹

Select depending on which courses do not correspond to the undergraduate degree. If the student does not have an undergraduate degree in an arts, business or engineering discipline, all three courses must be taken. Note: Students are strongly encouraged to take all three courses regardless of undergraduate degree.

The minimum number of graduate credit hours required for this degree is 30.

Sample full-time enrollment plan of study for fall start

Year one

Fall semester		Hours
INNO 501	Arts Principles for Product Innovation ¹	3
INNO 502	Business Principles for Product Innovation ¹	3
INNO 503	Technology Principles for Product Innovation ¹	3
INNO 590	da Vinci Project ¹	3
Term Hours:		9-12

Spring semester

INNO 651	Master's Project in Product Innovation I	6
INNO 697	Guided Study in Product Innovation	3
Term Hours:		9

Summer semester

INNO 600	Integrative Design Studio	3
or	or Innovation, Design Thinking and	
INNO 610	Change Management	
INNO 691	Topics in Product Innovation	3
Term Hours:		6

Year two

Fall semester		Hours
INNO 652	Master's Project in Product Innovation II	6
Term Hours:		6
Total Hours:		30-33

1

Select depending on which courses do not correspond to the undergraduate degree. If the student does not have an undergraduate degree in an arts, business or engineering discipline, all three courses must be taken. Note: Students are strongly encouraged to take all three courses regardless of undergraduate degree.

The minimum number of graduate credit hours required for this degree is 30.

Contact

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Program website: [davincicenter.vcu.edu/programs/master-product-innovation](http://www.davincicenter.vcu.edu/programs/master-product-innovation) (<http://www.davincicenter.vcu.edu/programs/master-product-innovation/>)