



Helping you solve the new product challenge

Every successful organization emphasizes innovation and new products and services to meet customers changing needs and to grow revenue. These organizations also emphasize development and improvement for increased productivity and profit. Innovation, entrepreneurship and product and service development comprise some of the most important value-creating initiatives in every organization.

The MSNP degree gives you the framework to enhance your organization's ability to effectively identify, develop and deploy new products and services. You will learn how to find the products and/or services that are aligned with the unique strengths and position of your organization, including reputation, capabilities (current and future), market opportunities and resources.

Creating New Value

You will focus your energies and studies on the creation of new value through new product and new process development. This will involve understanding and applying the processes that create new value through the development of new products and services.

This degree prepares you to identify and capitalize on both the domestic and international product markets as well as to explore avenues to retain knowledge, jobs and technology in the United States.

Leading Innovation

When you complete this degree, you will be poised to be the innovation leader in your organization, or be ready to move forward as an

entrepreneur. Our curriculum provides you with a core of management and technology courses complemented by specialty courses in new product development processes, new product management, new product team building and knowledge management, to name a few.

The MSOE Advantage

An MSOE master's degree is valued throughout the business world, whether it is locally, regionally, or nationally. That's because our graduates are accustomed to meeting uncompromising standards and delivering results.

Class sizes are small, typically fewer than 25 students, which gives you more personal interaction within the classroom. Professors with extensive industry experience bring real-world knowledge to the classroom. MSOE does not use teaching assistants.

Classes are available at MSOE's main campus in downtown Milwaukee, in Waukesha, Wis. and in Neenah, Wis., serving Fox Valley students.

Second Degree

If you already have an MSEM degree, you can earn a second degree in New Product Management through the completion of ten additional courses, or 30 credits.

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Master of Science in New Product Management Curriculum

<u>Management Foundation Courses</u>		Credits
MG600	Management Principles	3
MG610	The Application of Statistics	3
MG620	Finance and Accounting	3
MG631	Research and Writing (Module One)	1
MG632	Research and Writing (Module Two)	1
MG633	Research and Writing (Module Three)	1
MG645	Operations and Systems Management	3
MG660	Applied Organizational Behavior	3
MG670	Marketing Management	3
EM800	Strategic Management	3
<u>New Product Management Courses</u>		
MG745	Strategic Technology Development	3
MG750	Knowledge Management	3
MG765	Leading Project Teams	3
MG770	New Product Management	3
MG776	Advanced New Product Management	3
<u>Thesis Option</u>		
MG8041	New Product Management Thesis	<u>6</u>
TOTAL CREDITS – Thesis Option		45
<u>Project Option</u>		
	MG Elective	3
MG880	New Product Management Capstone Project	<u>3</u>
TOTAL CREDITS – Project Option		45

Time to Completion

MSOE's quarter system allows you to take courses during four specific academic terms each year. Our 11-week quarters accelerate the pace at which you will learn and master management topics. Graduate management courses meet during the evening, one day per week. You have the option to take select courses delivered via an Internet-hybrid model that combines face-to-face meetings with the convenience of Internet-based learning. The curriculum can be completed by taking as few as twelve 3-credit courses, three 1-credit modules and a 6 credit master's thesis. Courses in the program are offered at MSOE's main campus, and at outreach locations in Waukesha, Wis. and Neenah, Wis.