

INNOVATION MANAGEMENT MASTER'S PROGRAM PROMISES NEW BREED OF ENGINEERS



Innovation can rocket a company to spectacular heights, and force the competition into the precarious position of playing catch up. Business leaders know that failure to exploit emerging technologies and lack of creative thinking can lead to flat growth. They also know that to spur on technological innovation in their companies, they need to hire managers with substantial technical skills and business acumen, and these people are hard to find. It's exceedingly difficult to find people who can do this well in the global marketplace.

"Our vision is that the engineer of the future must be able to enable, create, manage, and deploy innovation in a multinational environment," says Dean Pradeep Khosla. This vision combined with industry's needs fueled Carnegie Mellon to launch a new master's program, the Engineering and Technology Innovation Management program, or E&TIM for short.

Eden Fisher, executive director of E&TIM, explains that engineers who enroll in the program will broaden their skills and learn the ins-and-outs of successful innovation management. "Because innovation management starts with a focus on value creation, engineering students in this program will view technical possibilities with new eyes," says Fisher.

Core courses highlighting business practice include managerial and engineering economics and the strategy and management of technological innovation. An engineering project course provides students the experience of designing a solution to a real customer need, and a seminar course provides engagement with industrial innovators and innovation managers. Students build their individual curricula by choosing from a variety of electives, including graduate engineering courses, to address their specific interests and professional needs. The one-year, full-time program runs from January to December and includes a hands-on internship during the summer that will give technological-savvy students an opportunity to flex their innovation management skills.

The E&TIM program is coordinated by CIT's Department of Engineering and Public Policy in collaboration with the Tepper School of Business, the H. John Heinz III School of Public Policy and Management, and the Department of Social and Decision Sciences in the College of Humanities and Social Sciences.

To learn more about the program, visit the E&TIM web site at www.cit.cmu.edu/etim. E&TIM also welcomes industrial supporters. To learn how your company could benefit by working with our students, contact Eden Fisher, email etim@andrew.cmu.edu.