



ONLINE MS IN ENTREPRENEURSHIP AND INNOVATION

FUEL INNOVATION. IGNITE OPPORTUNITY.

DELIVERY FORMAT 100% Online	TIME TO COMPLETE 12+ months	CREDIT HOURS 30
TIME COMMITMENT 16 to 20 hours weekly, with some semesters up to 25 hours	START DATES Fall & Spring	COST Earning an MS in Entrepreneurship and Innovation gives you the skills to succeed in a growing and evolving field as the owner of your own startup or a leading executive for an organization. Tuition and fees for the program are \$1,015 per credit hour. Books, additional materials, and fees related to the one-week in-person residency are not included.

AT A GLANCE

The Master of Science in Entrepreneurship and Innovation empowers you to launch a high-impact startup or lead innovation within a major organization.

Through flexible online courses and a one-week immersive, in-residence experience, you'll gain expertise in business models, market analysis, product development, and risk management strategies.

MASTER OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION: WHAT OPPORTUNITIES AWAIT

Earning an online Master of Science in Entrepreneurship and Innovation opens the door to personal and professional growth. This degree equips you with the skills and confidence to start or grow your own business, drive innovation within a corporation, develop new products, expand business operations, or pursue higher-earning leadership roles. Career paths include:

- Start or grow your own business
- Corporate innovation
- Product development
- Business development
- Corporate entrepreneurship
- Chief Executive Officer
- General and Operations Manager
- Project Management Specialist
- Financial and Investment Analyst
- Compliance Manager

INDUSTRY INSIGHTS

- Median Pay: \$105,350
- Job Outlook: Employment for top executives is expected to grow 6% by 2033
- Job Openings: 343,800 openings for top executives are projected each year, on average, over the next decade

Source: U.S. Bureau of Labor Statistics

PROGRAM OUTCOMES: CORE SKILLS FOR ENTREPRENEURS AND INNOVATORS

This program equips you with the entrepreneurial mindset, strategic insights, and high-impact connections needed to launch, scale, or innovate within any organization.

- Identify market opportunities, generate creative solutions, and implement disruptive strategies to solve complex business challenges
- Strategically develop and scale ventures for long-term growth and competitive advantage
- Analyze and evaluate global entrepreneurial ecosystems to understand their role in fostering innovation
- Communicate entrepreneurial ideas with clarity and impact across diverse audiences and stakeholders
- Conceive, launch, and sustain successful startups or corporate innovations through entrepreneurial thinking and agile execution

TO APPLY: [HTTPS://ONLINE.OU.EDU/ADMISSIONS/GRADUATE/](https://online.ou.edu/admissions/graduate/)

FOR MORE INFO: [HTTPS://ONLINE.OU.EDU/PROGRAM/MS-IN-ENTREPRENEURSHIP-AND-INNOVATION/](https://online.ou.edu/program/ms-in-entrepreneurship-and-innovation/)

COURSE DETAILS

The Entrepreneurship and Innovation program curriculum takes a strategic, hands-on approach to mastering business models, market dynamics, product development, and innovation strategies—customized to your chosen track: New Venture Development or Corporate Innovation.

You'll also participate in a high-impact, one-week in-person residency, where you'll dive into Entrepreneurial Leadership and Innovation & Change—two intensive courses designed to sharpen your leadership mindset and equip you to drive transformation in any setting.

COURSE STRUCTURE

Earn 30 credit hours across 15 courses, with most courses synchronous and requiring live sessions 1 to 2 days per week, Monday through Thursday, 7 to 9 p.m. CT. Expect a weekly time commitment of 20 to 25 hours in Fall and Summer, and 25 to 30 hours in Spring./p>

All courses are online except for a required one-week residency on the OU Norman campus during the Fall semester. Live sessions are graded, and students are expected to participate with cameras on.

CORE COURSES

Entrepreneurship & Innovation

Credit Hours: 2

The course offers an overview of the concepts and tools of entrepreneurship, involving 1) finding or creating opportunities; 2) critical success factors in the creation of new ventures and 3) the significance of entrepreneurship for economic development.

Strategic Venture Development

Credit Hours: 2

This class provides hands-on learning on what it's like to start a company. Our goal is to create an entrepreneurial experience for you with all the pressures and demands of the real world in an early-stage startup. The class is designed to provide experience of how to work as a team and turn an idea into a company.

Financial Accounting

Credit Hours: 2

Students will learn to construct and analyze financial statements of for-profit corporate enterprises. The basic accounting model, including financial statement recording and preparation, will be covered. A major emphasis will be placed on using financial statements for decision-making by investors, creditors, and other users. Basic ratio analysis and valuation concepts will be introduced.

Financial Management

Credit Hours: 2

The goal of this course is to provide a working knowledge of fundamental concepts in financial management and the ability to apply these concepts to real-world problems. The student should learn the following subjects: time value of money, interest rates, risk and return, stock and bond valuation, cash flow analysis, and capital budgeting.

ELECTIVE COURSES

Corporate Entrepreneurship

Credit Hours: 2

Corporate Entrepreneurship is about understanding how and why some firms can maintain their entrepreneurial spirit, competitiveness, and growth, whereas others cannot. It is about creating work environments where innovation is the norm, where employees are encouraged to work entrepreneurially, where leadership is supportive (not controlling), and where firms are organized to take advantage of opportunities.

Entrepreneurial Law

Credit Hours: 2

This course will provide the entrepreneur with a working knowledge of certain essential substantive areas of the law and the ability to work with and use lawyers effectively. The focus will be on the practical legal considerations in forming and sustaining an entrepreneurial enterprise, including entity organization, securities law, operational liabilities, financing, mergers and acquisitions, and intellectual property law.

Product Design & Development

Credit Hours: 2

The focus of Product Design and Development is integration of the marketing, design, and manufacturing functions of the firm in creating a new product. It is expected that each student will prepare for and attend all of the class sessions and enhance class discussions. Participation in a team project is central to this course

Social Entrepreneurship

Credit Hours: 1

The course will challenge students to look beyond traditional business practices by using entrepreneurial principles to create a public good. The design of the course assumes that entrepreneurs are powerful agents of social and economic change who, if properly harnessed, can drive a sustainable economy and environment as well as improve the equity, health, and well-being of the population.

Sustainable Entrepreneurship

Credit Hours: 1

Sustainable entrepreneurship uses the tools of entrepreneurship to address environmental challenges in for-profit and nonprofit contexts. The course will cover concepts such as systems thinking, life cycle assessments, and climate change as sources of opportunities for entrepreneurs. Understanding the underlying principles allows for improving the environment while maintaining financial viability.

Entrepreneurial Growth Strategies

Credit Hours: 2

Focuses on growth processes and systems, attracting the right people, managing cash-flow, shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment.

Strategic Communication

Credit Hours: 2

Strategic Communication challenges students to master writing, listening, presentation, and interpersonal skills to lead in business environments. Students will develop strategies to promote engagement and loyalty with internal and external stakeholders. Emphasis is placed on credibility management, audience analysis, research, revision, and rehearsal to equip students for professional success.

Entrepreneurial Leadership

Credit Hours: 2

To lead ventures in new or established organizations, cultivating entrepreneurial leadership is essential. This requires leaders to expand their worldviews and continually learn to better lead themselves and others. Entrepreneurial leadership involves a mentality of coordinating resources by collaboratively turning problems into opportunities. Entrepreneurial leaders value character, relationships, curiosity, communication, action, and the processes by which impactful outcomes are achieved.

Innovation and Change

Credit Hours: 2

The primary purpose of the course is to develop an understanding of innovation and change management skills and processes (by focusing on the interrelated concepts of Innovation, Change, & New Value Creation) and applying this knowledge to fostering the creation of new value. Students will also be exposed to real-world entrepreneurial ecosystems, which are designed to enable innovation and entrepreneurship.

Entrepreneurial Resources

Credit Hours: 1

A central facet of the entrepreneurial process is the attainment and management of key resources. The focus of this course is to offer a practical exploration of key resources available to entrepreneurs.

Examples include angels and angel groups, venture capital, crowdfunding, accelerators/incubators, and grant funding, among others

Special Topics/Seminar

Credit Hours: 1-3

Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects.

Business Ethics/Legal

Credit Hours: 2

Review of the American legal process and ethical frameworks for gauging business decisions.

Organizational Behavior

Credit Hours: 2

Concepts and theories of organizational behavior and human resources management for MBAs.

OU ONLINE: A SMART CHOICE FOR ASPIRING ENTREPRENEURS AND INNOVATORS

OU Online delivers high-quality, professionally focused undergraduate and graduate programs designed for today's busy learners. With the flexibility of 100% online coursework, affordable tuition, and the prestige of a top-tier public research university, you can advance your career without putting your life on hold.

FACULTY EXPERTISE

Benefit from an innovative curriculum developed with industry leaders, ensuring you gain the most relevant and in-demand skills for success in today's entrepreneurial and innovation-driven business landscape.

ROBUST STUDENT SUPPORT

OU Online offers robust student support services, including academic support, online tutoring, mental health counseling, and an online career development center. The program accommodates the needs of working professionals, allowing you to expand your entrepreneurial skills while maintaining full-time employment.

GLOBAL ALUMNI NETWORK

With more than 250,000 alumni across the world, becoming a Sooner means you'll have access to a strong network of entrepreneurs and business leaders to accelerate your career. As a Sooner, you'll be part of a powerful network of executives working in organizations across the

world, helping you expand your career.

COST & FINANCIAL AID

Earning your MS in Entrepreneurship and Innovation is an investment in your future – and OU Online is committed to making that investment as accessible and transparent as possible.

Tuition is \$1,015 per credit hour. Books and additional materials are not included. Additionally, the required one-week in-person residency has an additional fee of \$3,000, which covers two courses, food, lodging, and in-state travel.

Financial aid, scholarships, and employer tuition assistance may be available to help offset the cost. If you have questions about financial assistance for your online program, please contact the Online Aid office by emailing onlineaid@ou.edu or calling 405-325-2929.

A nonrefundable deposit of \$350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied toward your first semester's tuition.

** Please be aware that tuition and fees may change, as determined by the Oklahoma State Regents for Higher Education.*

TRANSFER CREDIT

You can transfer up to 12 credit hours of graduate-level coursework, as per Graduate College policy, with the approval of the department.

LEARN MORE ABOUT FINANCIAL AID: [HTTPS://ONLINE.OU.EDU/COST-AND-AID/GRADUATE/](https://online.ou.edu/cost-and-aid/graduate/)

TAKE THE NEXT STEP

To apply to the online MS in Entrepreneurship and Innovation program, you must hold a bachelor's degree from a regionally accredited college or university (or the international equivalent). Students with a 3.0 GPA or above will automatically be admitted; those with a 2.5–2.9 GPA will be reviewed on a case-by-case basis.

APPLICATION PROCESS

- Complete the online application at <https://gograd.ou.edu/apply>
- Submit a current resume
- Provide official college transcripts from all institutions
- Provide a personal statement describing your career goals and how the program aligns with them
- International applicants must submit a TOEFL score

APPLICATION TIMELINE

The admissions committee operates under a rolling admissions process, and admissions may continue until two weeks before the start of classes.

A nonrefundable deposit of \$350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied toward your first semester's tuition.

STEP 1 Contact an Enrollment Coach to discuss your qualifications and interest in the program.	STEP 2 Complete the online application at https://gograd.ou.edu/apply/	STEP 3 Provide supplemental materials, including a resume, personal statement, and official college transcripts.
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TO APPLY: [HTTPS://GOGRAD.OU.EDU/APPLY/](https://gograd.ou.edu/apply/)