

Appendix L

Request for Authorization to Establish a Master of Global Innovation Management Degree at NC State University

Introduction

NC State University requests authorization to establish a Master of Global Innovation degree (CIP 52.0201) in August 2008.

Program Description

NC State University and the Institut d' Administration des Entreprises (IAE), Aix-En-Provence propose to offer a dual degree program in global innovation management. Each university will recruit students for the dual degree, and students will pay tuition to their home institution. French and American students will spend the first semester at IAE and the second semester at NCSU. Students will then participate in an internship in one of the two countries. Upon completion of the program, each student will graduate with two degrees: Master of Global Innovation from NCSU and Master Administration des Entreprises from IAE. The curriculum will mix theoretical presentations, practical case studies, managerial testimonies, conferences, and in-field consultancy projects. The program's central theme is how to develop an innovation mindset and effectively manage technology and innovation to create and maintain competitive advantage in the global marketplace. The program will also feature faculty and administrative exchanges that will develop bicultural understanding in both organizations. NCSU's College of Management has close partnerships with many global corporations, which will be leveraged to provide onsite visits, workshops and internships to ensure a complete social and professional immersion experience for the students.

Program Need

NCSU's international partnership with IAE is a strategic investment in education and research that will position students to compete in a diversified and changing world. It will foster innovation and stimulate economic development by preparing students for the global economy. Over 40 French companies are located in NC that actively recruit students with international experience. By the fourth year, the program is expected to enroll 20 full-time students. The program will particularly appeal to students with a STEM (science, technology, engineering, and mathematics) background who desire training in management but lack the work experience required for most MBA programs.

Resources

Because half the instruction will be done by IAE faculty and the enrollment will be relatively small, the program can be started with no new faculty lines. Facility, library, and technology resources are adequate for the program.

Recommendation

It is recommended that the Board of Governors approve the NCSU request to establish a Master of Global Innovation degree (CIP 52.0201) effective August 2008.