PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

MASTER'S DEGREE PROGRAM

College/School: Herberger Institute for Design and the Arts (50%)
Ira A. Fulton Schools of Engineering (25%)
W. P. Carey School of Business (25%)

Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.

Department/Division/School: The Design School (administrative unit)

Proposing faculty group (if applicable)**:** n/a

Name of proposed degree program: Master of Science (MS) in Innovation and Venture Development

Proposed title of major: Innovation and Venture Development

Master's degree type: MS – Master of Science

If Degree Type is "Other*"*, provide degree type and proposed abbreviation: n/a

Is a program fee required? Yes, a program fee is required

Note: for more information about program fee requests, visit https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees

Is the unit willing and able to implement the program if the fee is denied? No, we are not able to implement the program.

Requested effective term and year: Fall 2020
(The first semester and year for which students may begin applying to the program)

Delivery method and campus or location options: *select all locations that apply*

☒ Downtown Phoenix   ☐ Polytechnic   ☒ Tempe   ☐ Thunderbird   ☐ West   ☐ Other: _____

☐ **Both** on-campus **and** ☐ ASU Online* **-** (check applicable campus(es) from options listed above)

☐ ASU Online only (<u>all</u> courses online and managed by ASU Online)

Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

Do Not Fill in this information: <u>Office Use Only</u>	CIP Code:
Plan Code:	

PROPOSAL CONTACT

Name:	Samantha Perkins	**Title:**	Associate Director of Academic Affairs
Phone number:	480-965-6390	**Email:**	samantha.j.perkins@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

the resources to offer this degree program. I recommend implementation of the proposed degree program.

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

College/School/Division Dean name: Steven J. Tepper

Signature: **Date:** 5/30/19

College/School/Division Dean name: James A. Collofello   **Date:**
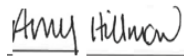
James A. Collofello

Signature: 4/25/19

College/School/Division Dean name: Amy Hillman   **Date :** 4/24/19

Please note: Proposals for new degrees also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (2 readings), and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

1. PURPOSE AND NATURE OF PROGRAM

A. Provide a brief program description:

MS Innovation and Venture Development integrates the most advanced practices and technologies from three essential disciplines of business, engineering and design in a trans-disciplinary, experience-based learning program that prepares the next generation of leaders with the mindset, skillsets and processes needed to launch successful ventures in any industry or sector, inside existing organizations or as new entities.

Graduates will gain both the expert and soft skills required to work within complex systems, lead cross-disciplinary teams, identify needs, evaluate opportunities, generate insights from real world problems, innovate solutions, develop initiatives, create and launch scalable business models that provide value to all stakeholders in a world of growing uncertainty and ambiguity. The program incorporates principles of equity and sustainability, and prepares graduates to address the defining issues of our time.

B. Will concentrations be established under this degree program? ☐ Yes   ☒ No
(Please provide additional concentration information in the curricular structure section – number 7.)

2. PROGRAM NEED

Explain why the university should offer this program (include data and discussion of the target audience and market).

Today's entrepreneurial leaders need to be facile, creative thinkers, cross-disciplinary problem solvers and inspirational leaders who develop these same skills of creativity, analytic and design thinking, and multiple methods for approaching problem solving in others throughout their organizations. They must not only master their own field of expertise, they must also be conversant with the broad range of technologies and disciplines required to create and scale a successful enterprise. This program will address the comprehensive needs of future innovators and entrepreneurial leaders, delivering the most advanced practices and technologies from engineering, business and design, combined with the soft skills required for human interaction and collaboration. It will be unique in the

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

experience and value it provides students, because it integrates academic rigor and world-class innovation skills with the proven pedagogy of studio-based, experiential learning required to thrive in the real world of ambiguity and disruption. Graduates will be qualified to lead their own ventures, or to lead innovation and growth in large organizations of all types.

Employers' need for cross-disciplinary problem solvers has been well documented, as has their dissatisfaction with traditional education's ability to produce them, in studies by the World Economic Forum, Infosys, the Institute for the Future at the University of Phoenix Research Center and the MIT Sloan Business Review. Data from EMSI reports confirmed the MS Innovation and Venture Development program matches the skills mentioned above, sought by local and national employers, showing positive growth trend for jobs utilizing this hybrid skill set between 2017 and 2022 both regionally (+13.4%) and nationally (+10%). In Arizona, job postings with these competencies include: Anthem, Oracle, Honeywell, Accenture, Raytheon, GoDaddy, and Aetna. Job titles include: Business Development Manager, Corporate VP, Product Manager, Engineering Manager and Design Director.

WP Carey benchmarked competitive offerings from other U.S. universities. The results show this three-school degree would be in the vanguard of inter-disciplinary programs, most of which combine learning from two schools. Companies hiring graduates from transdisciplinary programs include: Amazon, Apple, Boston Consulting, Cisco, Deloitte, eBay, GlaxoSmithKline, Google, GoPro, IBM, IDEO, Intel, John Deere, CapitalOne, Accenture and others. We conducted qualitative research through a series of 14 interviews with executives and managers at companies with significant operations in Arizona. Feedback was overwhelmingly positive to the concept of a venture-based inter-disciplinary degree.

3. **IMPACT ON OTHER PROGRAMS**

   Attach any letters of collaboration or support from impacted programs (see checklist sheet). Please submit as a separate document.

   W. P. Carey School of Business—Amy Hillman

   Ira A. Fulton Schools of Engineering—James Collofello

   Herberger Institute for Design and the Arts—Arts, Media, and Engineering

   School for the Future of Innovation in Society—David Guston

   Watts College of Public Service & Community Solutions—Jonathan Koppell

   Edson College of Nursing and Health Innovation—Katherine Kenny

   Thunderbird School of Global Management — Sanjeev Khagram

4. **PROJECTED ENROLLMENT**

   How many new students do you anticipate enrolling in this program each year for the next five years?

   Note: The Arizona Board of Regents (ABOR) requires that nine master's degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format	**1st Year**	**2nd Year** (Yr. 1 continuing + new entering)	**3rd Year** (Yr. 1 & 2 continuing + new entering)	**4th Year** (Yrs. 1, 2, 3 continuing + new entering)	**5th Year** (Yrs. 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	50	75	100	125	150

5. **ACCREDITATION OR LICENSING REQUIREMENTS (if applicable)**
   Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

   n/a

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

6. STUDENT LEARNING OUTCOMES AND ASSESMENT

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at https://uoeee.asu.edu/assessment-portal or contact uoeee@asu.edu with any questions.

See Appendix II.

7. CURRICULAR STRUCTURE

A. Curriculum Listing

Required Core Courses for the Degree			
Prefix and Number	**Course Title**	**New Course?**	**Credit Hours**
IVD 525	Fundamentals of Entrepreneurial Leadership	Yes	3
IVD 560	Innovation Studio I: Discovery & Insight	Yes	3
IVD 561	Innovation Studio II: Problem Reframing	Yes	3
IVD 562	Innovation Studio III: Explore, Fail, Solve	Yes	3
IVD 630	Scaling Entrepreneurial Leadership	Yes	3
IVD 660	Innovation Studio IV: Business Model	Yes	3
		Section sub-total:	18
Elective or Research Courses			
(as deemed necessary by supervisory committee)			
Prefix and Number	**Course Title**	**New Course?**	**Credit Hours**
	Student must choose no fewer than two 3-credit courses from the following list of approved courses		
AME 520	Understanding Activity	No	3
AME 530	Experiential Media Studies I	No	3
AME 535	Mobile Development	No	3
AME 598	Topic: Interactive Materials	No	3
AME 598	Topic: Computational Image Understanding & Pattern Analysis	No	3
AME 598	Topic: Designing for Public Participation in Science	No	3
BME 598	Special Topics: (e.g. Technology for Global Health)	No	3
BME 598	Special Topics: (e.g. Biomedical Microdevices)	No	3
CSE 510	Database Management System Implementation	No	3
CSE 539	Applied Cryptography	No	3
CSE 564	Software Design	No	3
CSE 535	Mobile Computing	No	3
DSC 500	Research Methods	No	3
DSC 501	Qualitative Research in Design	No	3

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

EGR 494	Topic: Cross-Functional Multidisciplinary Design Innovation	No	3
EGR 598	Special Topics	No	3
HDA 511	Leadership in the Creative Industries	No	3
HDA 521	Counting Arts and Culture: Reasoning with Empirical Evidence	No	3
HDA 598	Special Topics	No	3
HDA 522	Media Literacy and Distribution	No	3
IEE 541	Engineering Administration	No	3
IEEE 547	Human Factors Engineering	No	3
IEEE 556	Introduction to Systems Engineering	No	3
IEEE 561	Production Systems	No	3
IEEE 571	Quality Management	No	3
IEEE 572	Design Engineering Experiments	No	3
IEEE 581	Six Sigma Methodology	No	3
IND 598	Topic: Medical Product Design	No	3
IND 542	Materials and Processes for Design	No	3
IND 598	Topic: Rapid Prototyping for Design	No	3
IND 590	Reading and Conference	No	3
IND 598	Foundation Industrial Design Seminar	No	3
IND 544	Human Factors Systems and Documentation	No	3
IND 592	Research	No	3
OMT 570	Advanced Project Management	No	3
TEM 531	Disruptive Innovation and Technology Evolution	No	3
TMC 410	Enterprise Operations	No	3
TEM 598	Topic: (E.g. Crowdfunding, Currency, & Blockchain Innovations)	No	3
TEM 494	Topic: Data Driven Decision Making	No	3
TEM 598	Topic: (e.g. Global Impact Entrepreneurship)	No	3
TEM 494	Topic: Digital Promotion and Analytics	No	3
WPC 503	Managerial Communications	No	3
WPC 494	Topic: Global Innovation & Professional Impact	No	3
WPC 501	Statistics for Managers	No	3

WPC 494	Topic: Consulting Tools	No	3
WPC 598	Special Topics	No	3
	Additional courses focusing on the following topics may be put forth for consideration: Visual Communication Design Data Visualization Game Design and Mechanics Sustainability Biomimicry UX Design		
		Section sub-total:	6
Culminating Experience(s) ***E.g. –*** *Capstone course, portfolio, written comprehensive exam, applied project,* *thesis (must be 6 credit hours with oral defense)*			**Credit Hours**
Capstone Course: IVD 661 Innovation Studio V: Scale			6
		Section sub-total:	6
Total required credit hours			30

1. List all required core courses and total credit hours for the core (required courses other than internships, thesis, capstone course, etc.)**.**
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

8. **COURSES**

   A. **Course Prefix(es):** Provide the following information for the proposed graduate program.

      i. Will a new course prefix(es) be required for this degree program?

         Yes ☒ No ☐

      If yes, complete the **Course Prefixes / Subjects Form** for each new prefix and submit it as part of this proposal submission. Form is located under the courses tab.

   B. **New Courses Required for Proposed Degree Program:** Provide course prefix, number, title, credit hours and brief description for any new courses required for this degree program.

   IVD 525 Fundamentals of Entrepreneurial Leadership: 3 credit hours

   Entrepreneurial Leadership is an "experiential" course for students to practice "being" a leader, at the personal, interpersonal, and community levels. While typical leadership classes leave one knowing about leaders and leadership, this class leaves students being leaders as part of their natural self-expression. The program follows an ontological pedagogy, rather than epistemological one. Ontology is the study of the nature and function of being "as lived" in real-time. Epistemology by contrast deals with the varieties, grounds, and validity of knowledge. Leadership skills include mastery of communication at each of the three levels, from personal relationships to large scale messaging for media and branding; and looking beyond the personal and interpersonal sociological level of analysis to incorporate principles of social and environmental justice into their relationships and the enterprises they lead.

   IVD 560 Innovation Studio I- Discovery & Insight: 3 credit hours

   IVD 560 Innovation Studio I-Insight begins with a two-day offsite bootcamp, where the cohort of students will get to

know each other in a relaxed atmosphere. Through a facilitated process, they will investigate the diverse world views in the class, learn basic principles of collaborative creation and organize themselves in teams around shared interests. They will gain an overview of the venture development program, and the general structure of the program. During class, they will be guided through the process of researching and understanding the opportunity space in which they want to work, evaluating their findings and transforming them into the disruptive insights essential to a successful innovation and venture development. In addition, students will be exposed to category experts who will share experience in various fields, technologies and geographies, connecting them to the world outside the studio.

IVD 561 Innovation Studio II – Problem Reframing: 3 credit hours

Problem reframing is essential to the innovation process, and to properly diagnosing problems so they can be investigated from multiple perspectives. It entails pushing past conventional assumptions about barriers to success, to find root causes - sometimes different problems altogether - that inspire novel, diverse approaches. Problem reframing is a powerful tool that increases the options and resources available in addressing any challenge. In this course, students will learn to see problems as opportunities for breakthrough solutions.

IVD 562 Innovation Studio III – Explore, Fail, Solve: 3 credit hours

In this iterative, creative "make-to-learn" phase of venture development, students explore prototyping and testing with audiences or end-users to develop feedback loops for real time evaluation of their ideas, then synthesize learning from both successes and failures to progress toward a solution. Key components include mastery of ideation and creative development, framing strategic questions and success indicators for prototyping of services or products, evaluation of feedback and iteration of progressively more promising ideas. Students will learn and practice prototyping service interactions as well as product innovations.

IVD 630 Scaling Entrepreneurial Leadership: 3 credit hours

The personal skills required to succeed in a small start-up environment are different from those required to run a successful enterprise or nonprofit. Many entrepreneurs do not have access to the learning that prepares them to both launch and successfully scale their venture. Complexities of board management, fostering a creative culture, codifying a communication system that becomes a source of energy and a north star for the organization, inculcating values of social and environmental justice into a culture and translating them into daily behavior are required capacities which cannot be learned in theory, only in practice. Scaling Entrepreneurial Leadership is mastering the skills to lead an enterprise through the challenges of the 21st century.

IVD 660 Innovation Studio IV – Business Model: 3 credit hours

A BUSINESS MODEL describes how an organization creates, captures and delivers value. Once students have discovered a solution customers want, they must articulate how the solution will reach customers at a profit. Faced with the challenge of business model generation and prototyping, students will need to define the starting points of value proposition, supply chain and customer segments. Later in the process, a clear description of the revenue model, customer relationship, key resources, key activities, key partners and cost structure will complement the original value proposition design. The refinement of the newly-created business model is made through a process of iteration. Students will have an overall comprehension of the strategic innovation process made of (a) strategy, (b) execution, (c) tools and (d) metrics) before moving to the stages of scaling and growth of the business. In order to develop a viable business model, students need to understand the costs of development, manufacturing and getting their goods or services to customers.

IVD 661 Innovation Studio V – Scale: 3 credit hours

SCALE is translated as proportional growth of production and profit aiming at a larger market position. Understanding the timing to scale a business model is crucial to its success and scaling can be discussed in terms of market, process and team. Faced with scaling issues of their business models, students will need to build their own framework – or tools - in order to make decisions concerning the whens (time) and hows (market, process,

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

tools) of scaling. Topics covered also include — but not limited to — venture funding strategies, budgeting capital needs, developing e-commerce, CRM analytics, supply chain and operations.

9. FACULTY, STAFF, AND RESOURCE REQUIREMENTS

A. Faculty

i. Current Faculty – Complete the table below for all current faculty members who will teach in the program. If listing faculty from an academic unit outside of the one proposing the degree, please provide a support statement from that unit.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Cheryl Heller	Director of Design Integration	MFA, Ph.D. Candidate	Innovation Design	50% FTE
Scott Livengood	Clinical Assistant Professor of Strategy and Entrepreneurship	Ph.D.	Strategic Management	24% FTE
Chad Kennedy	Professor of Technology Entrepreneurship and Management	Ph.D.	Bioengineering	50% FTE
Rivadávia C. Drummond de Alvarenga Neto	Clinical Assistant Professor	Ph.D.	Information Studies	50% FTE
Joseph Velasquez	Assistant Clinical Professor	MSIM	Industrial Design	50% FTE
Andrea Cherman	Lecturer, Technological Entrepreneurship and	Ph.D.	Business Administration	25% FTE
Zachary Holman	Assistant Professor	Ph.D	Mechanical Engineering	25% FTE
Luiz F. Mesquita	Associate Professor, Strategic Management	Ph.D.	Strategic Management	50%
Dosun Shin	Associate Professor	MFA	Industrial Design	50% FTE
Steve T. Cho	Lecturer, Technological Entrepreneurship and Management Program	Ph.D.	Entrepreneurship	25% FTE
Michelle Fehler	Clinical Assistant Professor	MS	Visual Communication Design, Biomimicry	25% FTE
G. Mauricio Mejía	Assistant Professor	Ph.D.	Visual Communication Design	50% FTE
Brent Sebold	Lecturer and	Ed.D	Entrepreneurship and	50% FTE

	Director, Entrepreneurship and Innovation		Innovation	
Samantha Perkins	Associate Director of Academic Affairs	MFA	Visual Communication Design	10% FTE

ii.   New Faculty - Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

With director and dean approval, as enrollment expands, the Design School anticipates hiring additional academic associates to support lead faculty for these courses. Salaries would be covered by program fees in addition to donor provided start-up funding.

iii.   Administration of the program - Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

The program will be housed administratively within The Design School within the Herberger Institute for Design and the Arts under the leadership of Cheryl Heller, Director of Design Integration. Recruitment and admissions will be managed by the academic unit. The Design School has a graduate admissions and advising team to develop admissions criteria, recommend admissions to the program, and coordinate admissions with Graduate Admissions, as well as to provide student advising. Course delivery will be managed by The Design School.

Funding for these services will be covered by program fees.

B.   Resource requirements needed to launch and sustain the program: Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc.

The studio structure of this program will require studio management support in addition to faculty. We imagine hiring a general manager with venture development experience to oversee workflows, processes and end-to-end student experience. As enrollment expands and more teams are navigating their own ventures through the program, additional advising support staff will be needed to provide adequate mentoring. They will be added incrementally as team/enrollment increases. We plan to begin capturing lectures and developing on-line modules in preparation for making parts of this program available to a broader audience, and hope to engage curriculum designers to capture and convert certain courses to online formats. Faculty and staff needed to implement these expansions will be required. Funding for these resources will be provided via tuition and program fees and start-up funding already in place.

The nature of this transdisciplinary curriculum, the studio-based model and the venture development process require services and support beyond the needs of traditional graduate programs. These include access to updated prototyping technologies which will allow cohorts the opportunities to explore physical iterations of products and services associated with their venture projects (hardware and software); promotion of team-based leadership learning, professional networking, and advising; student travel as required to promote cohort and team-based venture projects; travel expenses for faculty, professional partners and mentors. Students within the MS-IVD program will be encouraged to travel in efforts to seek external support and resources for their venture projects. A portion of the student support fees will be set aside for use in these efforts. Additional student support fees will be used to provide seed money needed to launch each venture, including potential copyright filing fees, legal fees, etc.

ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

APPENDIX I
OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS
(This information is used to populate the Graduate Programs Search/catalog website.)

1. **Proposed title of major:** MS in Innovation and Venture Development

2. **Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*

   MS Innovation and Venture Development integrates the most advanced practices and technologies from business, engineering and design in a trans-disciplinary, experience-based program that prepares the next generation of leaders with skills needed to launch successful ventures in any industry or sector, inside existing organizations or as new entities.

3. **Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*

   Graduates will be prepared to lead cross-disciplinary teams in a world of growing uncertainty and ambiguity: identifying needs and evaluating opportunities; generating insights from real world problems; innovating solutions; creating and launching scalable business models that provide value to all stakeholders. Founders with an MS degree in innovation and venture development at ASU will define the next a new standard for venture development.

4. **Delivery/Campus Information Options:**   On-campus only (ground courses and iCourses)

5. **Campus(es) where program will be offered:**
   ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content.
   Note: Office of the Provost approval is needed for ASU Online delivery option.

   ☐   ASU Online only (<u>all</u> courses online and managed by ASU Online)

   All other campus or location options (please select all that apply):

   ☒   Downtown Phoenix   ☐   Polytechnic   ☒   Tempe   ☐   West   ☐   Other: _____

   ☐   **Both** on-campus **and** ☐ ASU Online* **-** (check applicable campus(es) from options listed above)

   Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

6. **Admission Requirements:**

   Applicants must fulfill the requirements of the Graduate College, the Herberger Institute for Design and the Arts, the Ira A. Fulton Schools of Engineering and the W. P. Carey School of Business

   Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in business, design, engineering or related field, from a regionally accredited institution.

   Applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

   Applicants are required to submit:
   1. graduate admission application and application fee
   2. official transcripts

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

3. professional resume
4. written statement
5. proof of English proficiency

Additional Application Information

An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency.

The applicant's written statement should describe an instance from their professional background outlining their use of innovation and entrepreneurial experience.

7. **Application Review Terms (if applicable session):**

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.
Note: It is the academic unit's responsibility to display program deadline dates on their website.

Terms	Years	University Late Fee Deadline
☒ Fall (regular)	(year): 2020	July 1st
☐ Session B	(year):	October 1st
☐ Spring (regular)	(year):	December 1st
☐ Session B	(year):	February 8th
☐ Summer (regular)	(year):	May 14th
☐ Summer B	(year):	May 14th
Note: Session B is only available for approved online programs.		

Program admission deadlines website address: https://herbergerinstitute.asu.edu/admissions

8. **Curricular Requirements:**

Curricular Structure Breakdown for the Academic Catalog:
(To be completed by the Graduate College)
   30 credit hours including the required capstone course (IVD 661)

   Required Core (18 credit hours)
   IVD 525 Fundamentals of Entrepreneurial Leadership (3)
   IVD 560 Innovation Studio I: Discovery & Insight (3)
   IVD 561 Innovation Studio II: Problem Reframing (3)
   IVD 562 Innovation Studio III: Explore, Fail, Solve (3)
   IVD 630 Scaling Entrepreneurial Leadership (3)
   IVD 660 Innovation Studio IV: Business Model (3)

   Electives or Research (6 credit hours)

   Culminating Experience (6 credit hours)
   IVD 661 Innovation Studio V: Scale (6)

   Additional Curriculum Information
   Students should see the academic unit for a list of approved elective coursework.

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

9. **Comprehensive Exams:**

   Master's Comprehensive Exam (when applicable), please select from the appropriate option.

   N/A

10. **Allow 400-level courses:** ☒ **Yes** ☐ **No**

    Note: No more than 6 credit hours of 400-level coursework may be included on a graduate student plan of study.

11. **Committee:**

    Required number of thesis committee members (must be at least 3 including chair or co-chairs): n/a

    Required number of non-thesis option committee members (must be a minimum of one): 2

12. **Keywords:** List all keywords that could be used to search for this program. Keywords should be specific to the proposed program – limit 10 keywords.

    interdisciplinary, leadership, startups, communication, enterprise, marketing, strategy, incubator, angel investor, commerce

13. **Area(s) of Interest**

    A. Select **one (1)** primary area of interest from the list below that applies to this program.

☐	Architecture & Construction	☐	Interdisciplinary Studies
☐	Arts	☐	Law & Justice
☒	Business	☐	Mathematics
☐	Communication & Media	☐	Psychology
☐	Education & Teaching	☐	STEM
☐	Engineering & Technology	☐	Science
☐	Entrepreneurship	☐	Social and Behavioral Sciences
☐	Health & Wellness	☐	Sustainability
☐	Humanities		

    B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐	Architecture & Construction	☐	Interdisciplinary Studies
☐	Arts	☐	Law & Justice
☐	Business	☐	Mathematics
☐	Communications & Media	☐	Psychology
☐	Education & Teaching	☐	STEM
☒	Engineering & Technology	☐	Science
☐	Entrepreneurship	☐	Social and Behavioral Sciences
☐	Health & Wellness	☐	Sustainability
☐	Humanities		

14. **Contact and Support Information:**

Office Location - Building Code & Room: *(Search ASU map)*	CDN 162
Campus Telephone Number: (may not be an individual's number)	480-965-3436
Program Email Address: (may not be an individual's email)	ivd@asu.edu

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Program Website Address: (if one is not yet created, use unit website until one can be established)	https://design.asu.edu/
Program Director (Name):	Cheryl Heller
Program Director (ASURITE):	Cheller4
Program Support Staff (Name):	Samantha Perkins
Program Support Staff (ASURITE):	sjperki3
Admissions Contact (Name):	Corie Cisco
Admissions Contact (ASURITE):	cisco

15. **Application and iPOS Recommendations:** List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Corie Cisco	Ccisco	X	X
Christy Brown	Cdbrown7	X	X

ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

(NEW GRADUATE INITIATIVES)

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

☒ **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: https://provost.asu.edu/curriculum-development.**

☒ **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**

- Additional information can be found at the Provost's Office Curriculum Development website: Courses link
- For questions regarding proposing new courses, send an email to: courses@asu.edu

☒ **Prepare the applicable proposal template and operational appendix for the proposed initiative.**

☒ **Obtain letters or memos of support or collaboration (if applicable).**

- when resources (faculty or courses) from another academic unit will be utilized
- when other academic units or degree programs may be impacted by the proposed request
- if the program will have an online delivery option support will be required from the Provost's office and ASU Online. (*Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*)

☒ **Obtain the internal reviews/approvals of the academic unit.**

- internal faculty governance review committee(s)
- academic unit head (e.g. Department Chair or School Director)
- academic unit Dean or their designee (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that the Graduate College strongly recommends that academic units establish after the program is approved for implementation.

☐ **Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

☐ **Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook, provided to students when they are admitted to the degree program and published on the website for the new degree, gives students this information. To be included in the handbook are the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and a link to the Graduate Policies and Procedures website: http://graduate.asu.edu/faculty_staff/policies.

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

APPENDIX II
ASSESSMENT PLAN

University Office of Evaluation and Educational Effectiveness	04-10-2019
Academic Program Assessment Plan	

MS in Innovation and Venture Development

Status: UOEEE Provisional Approval

Comments:

Element	Outcome	Measure	Description
Outcome	1		Students graduating from the program will have demonstrated the ability to identify a market need or "pain point," conduct landscape audits and collect data to evaluate market size, conduct user-centered research, develop a variety of innovations, establish success indicators and evaluate their ideas to identify one viable innovation, applying for a patent if warranted, that will become the basis of their venture.
Plan_2Concepts	1		As a hybrid degree integrating the most advanced curriculum, technologies and expertise of WPC, FSE and HIDA through a well-known experience based pedagogy in which knowledge is created through concrete experience, reflection, conceptualization and experimentation, graduates will master the process for identifying market needs, developing innovative services, products and business models to meet them, forming and managing a venture that will profitably bring their innovation to market. By working collaboratively in this trans-disciplinary environment, and gaining the principles of leadership, students will obtain the knowledge and skills to recognize, evaluate and implement solutions for the complex business, social and environmental challenges they will face in the future.
Plan_3Competencies	1		Students will be able to apply systematic analytic, innovation and entrepreneurship methods to identify market needs, define, develop and produce competitive services, products or delivery models. They will become adept at data analytics, user-centered research, creative development, prototyping, measurement and evaluation and lean start up methods. They will be able to analyze and evaluate service delivery models, product sourcing and production, all in the context, and in the process of developing their own venture.
Measure	1	1	Students will successfully present a complete venture concept, including detailed market analysis with data-supported customer need and audience overview. (IVD 525, 560, 561).
PC	1	1	At least 80% of students who submit and orally defend their venture concept will earn a grade of B or better on their first attempt.
Measure	1	2	Students will develop a series of viable innovations to meet their identified market need, complete a phase of prototyping and refinement based on customer feedback, and successfully present a case for the most promising innovation that have created. (IVD 525, 560, 561)
PC	1	2	Students will present evidence of market and consumer acceptance of their proposed innovations, collected through user-centered research and prototype evaluation with stakeholders. Evaluation of the viability of their innovations will be made by a panel of faculty and industry experts. Rubrics will be developed to evaluate student progress that integrate learning from Design, Business and Engineering.

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Element		Outcome Measure	Description
Outcome	2		Students will develop a business model that describes how their organization will create, capture and deliver value. Once students have discovered a solution customers want, they must articulate how the solution will reach customers at a profit.
Plan_2Concepts	2		Faced with the challenge of business model generation and prototyping, students will need to define the starting points of value proposition, supply chain and customer segments. Later in the process, a clear description of the revenue model, customer relationship, key resources, key activities, key partners and cost structure will complement the original value proposition design. The refinement of the newly-created business model is made through a process of iteration.
Plan_3Competencies	2		Students will have an overall comprehension of the strategic innovation process made of (a) strategy, (b) execution, (c) tools and (d) metrics) before moving to the stages of scaling and growth of the business. In order to develop a viable business model, students need to understand the costs of development, manufacturing and getting their goods or services to customers.
Measure	2	1	Students will present their business models, with carefully detailed plans for business strategy, income streams, costs, delivery mechanisms and metrics.
PC	2	1	At least 80% of students will earn a grade of B or better on the business model plan in IVD660: Business Model. Reviews will be conducted by a panel of MSIVD faculty, external experts and stakeholders.
Measure	2	2	Students must demonstrate capacity for collaborative leadership, and for their contribution to a healthy, highly productive team. Soft skills such as communication, critical thinking, collaboration and cross-disciplinary problem solving will be evaluated based on the success of their team's progress, and they ability to communicate their plans in a compelling manner. Leadership skills will be evaluated at the conclusion of IVD525 and IVD630. Rubrics will be developed to evaluate student progress that integrate learning from Design, Business and Engineering.
PC	2	2	Teams and individuals will be evaluated based on the quality of their working relationships, enthusiasm and contribution of all members, and their ability to function and present their ideas as a team. At least 80% of all teams will earn a grade of B or better on their business model presentation.

 ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

APPENDIX III
Support/Impact Statements

Herberger Institute for Design and the Arts – Official Submission

From:	Kathryn Maxwell
To:	Katie Jensen Ord
Cc:	Curriculum Planning; Erin Froncek
Subject:	FW: MS-IVD proposal
Date:	Monday, July 15, 2019 11:17:50 AM
Attachments:	MS-IVD proposal w-SJT.docx
	Impact statements.docx
	Assessment.docx
	Est. new course prefix.docx
	support for new prefix from business and engineering.docx
	MSIVD_tds_approval letter .docx

Hi Katie,

I forgot to forward this to you and curriculum planning when I sent it along to the Graduate College. The support for the new prefix is included with all of the other documents. I know we still need a an impact statement/ letter of support from AME and we are working on that.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Students
Professor of Printmaking

ASU Herberger Institute for Design and the Arts

Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

The Design School, Herberger Institute of Design and the Arts – Official Submission

To whom it may be concerned:

I am writing to confirm that the Curriculum Committee for The Design School at the Herberger Institute for Design and the Arts has reviewed the proposed curriculum for the Masters of Science in Innovation and Venture Development and approved it unanimously. I, as the Director of the School, also enthusiastically support and approve of this proposed degree.

The Design School is very excited to house this degree and work to bring it to life. The partnership between our School and the Ira A. Fulton Schools of Engineering and the W.P. Carey School of Business on this degree will create a unique program for students seeking to learn how to build innovative businesses. We believe strongly that the groundbreaking curriculum being developed will be in high demand and that it has the potential to change the business environment in Arizona for the better.

Please accept this letter as official notification that The Design School has completed its governance review of the degree, and it is approved.

Sincerely,

Jason Schupbach

Director

The Design School

The Design School
PO Box 871605, Tempe, AZ 85287-1605
480.965.3536 Fax: 480.965.0968 design.asu.edu

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Letters of Support — Request

Hello.

Attached is the proposal for the Master of Science in Innovation and Venture Development, a new Master's program offered by The Design School in collaboration with the Ira Fulton Schools of Engineering and the W.P. Carey School of Business.

The proposal, which was co-developed by faculty and administration from all three Schools, are currently under review by the Curriculum Committees from The Design School, the W.P. Carey School of Business, and the Herberger Institute for Design and the Arts.

We hope to offer this degree beginning in the Spring 2020 term.

We are sending this to you today in hopes of getting impact/support letters from your School/College, as there may be some perceived areas of overlap between this program and some offered by your unit.

Please let me know if you require further information to provide your letter of support. And thank you for your time and attention in this matter.

--
Samantha Perkins
Associate Director of Academic Affairs

THE DESIGN SCHOOL | The Herberger Institute for Design and the Arts
Arizona State University
P.O. Box 871605 | Tempe, AZ | 85287-1605
480-965-6390 p | 480.965.0968 f

samantha.j.perkins@asu.edu
design.asu.edu/
design.asu.edu/donate

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

School of Arts, Media and Engineering, Herberger Institute of Design and the Arts – Letter of Support

ASU
ARIZONA STATE UNIVERSITY

Letter of Support

To whom it may concern,

As Interim Director of the School of Arts, Media, and Engineering, I have consulted with our Graduate Program Director Todd Ingalls, and reviewed the proposed program. We are happy to support the program and work with the program participants and students.

Sincerely,

Pavan Turaga
Interim Director
School of Arts, Media and Engineering

Herberger Institute for Design and the Arts
Ira A. Fulton Schools of Engineering
School of Arts, Media and Engineering

PO Box 878709 Tempe, AZ 85287-8709
(480) 965-9438 Fax: (480) 965-0961
http://ame.asu.edu

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

W.P. Carey School of Business – Letter of Support (program)

From: **Amy Hillman (DEAN)** AMY.HILLMAN@asu.edu
Subject: MS in Innovation and Venture Development
Date: March 31, 2019 at 1:50 PM
To: cheller@commonwise.design, Stephen Taylor Stephen.P.Taylor@asu.edu, Kay Faris KAY.FARIS@asu.edu

Hello Cheryl,

We have reviewed the proposed curriculum for the new M.S. in Innovation and Venture Development and are supportive of its creation. The W. P. Carey School of Business is prepared to teach in the program collaboratively with you in the Herberger Institute of Design and the Arts and the Ira A. Fulton Schools of Engineering. We look forward to its future success.

Amy

Amy J. Hillman, PhD
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

**PROPOSAL TO ESTABLISH A NEW MASTER'S
DEGREE PROGRAM**

W.P. Carey School of Business – Letter of Support (prefix)

From: **Amy Hillman (DEAN)** AMY.HILLMAN@asu.edu
Subject: Re: MS in Innovation and Venture Development
Date: April 11, 2019 at 3:29 PM
To: Samantha Perkins Samantha.J.Perkins@asu.edu
Cc: Cheryl Heller Cheryl.Heller@asu.edu

We are supportive of a new prefix to accommodate the new MS in Innovation and Venture Development.

Amy

Amy J Hillman, PhD
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Ira A. Fulton Schools of Engineering – Letters of Support (program)

From: **Sergio Quiros** Sergio.Quiros@asu.edu
Subject: HIDA Establishment of a New MS in Innovation and Venture Development
Date: August 19, 2019 at 10:36 AM
To: Samantha Perkins Samantha.J.Perkins@asu.edu
Cc: Brent Sebold Brent.Sebold@asu.edu, Cheryl Heller Cheryl.Heller@asu.edu

Below is Dr. Collofello's statement of support for the establishment of the new MS in Innovation and Venture Development.

Thank you,

Sergio Z. Quiros

Specialist Senior, Academic and Student Affairs
Ira A. Fulton Schools of Engineering
Arizona State University
Tempe, AZ 85287-8109
Phone: 480/727-5770
Email: Sergio.Quiros@asu.edu

From: James Collofello <JAMES.COLLOFELLO@asu.edu>
Sent: Monday, August 19, 2019 10:33 AM
To: Sergio Quiros <Sergio.Quiros@asu.edu>
Cc: Jeremy Helm <JEREMY.HELM@asu.edu>
Subject: HIDA Establishment of a New MS in Innovation and Venture Development

The Fulton Schools of Engineering fully supports the establishment of the MS in Innovation and Venture Development.

jim

James S. Collofello
Vice Dean for Academic and Student Affairs
Professor of Computer Science and Engineering
School of Computing Informatics and Decision Systems Engineering
Ira A. Fulton Schools of Engineering
Arizona State University

From: Sergio Quiros <Sergio.Quiros@asu.edu>
Sent: Monday, August 19, 2019 10:05 AM
To: James Collofello <JAMES.COLLOFELLO@asu.edu>
Cc: Jeremy Helm <JEREMY.HELM@asu.edu>
Subject: FW: HIDA Establishment of a New Prefix

Good Morning,

The Graduate College is asking for a statement of support for the establishment of the proposed MS in Innovation and Venture Development.

Please respond to this email indicating whether you have any questions/concerns or support the request.

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Ira A. Fulton Schools of Engineering – Letters of Support (prefix)

From: **Sergio Quiros** Sergio.Quiros@asu.edu
Subject: FW: HIDA Establishment of a New Prefix
Date: April 23, 2019 at 9:39 AM
To: Samantha Perkins Samantha.J.Perkins@asu.edu
Cc: Brent Sebold Brent.Sebold@asu.edu

Good Morning,

Below is Dr. Collofello's statement of support for the establishment of the new Innovation and Venture Development (IVD) prefix.

Thank you,

Sergio Z. Quiros

Specialist Senior, Academic and Student Affairs
Ira A. Fulton Schools of Engineering
Arizona State University
Tempe, AZ 85287-8109
Phone: 480/727-5770
Email: Sergio.Quiros@asu.edu

From: James Collofello <JAMES.COLLOFELLO@asu.edu>
Sent: Monday, April 22, 2019 11:22 AM
To: Sergio Quiros <Sergio.Quiros@asu.edu>
Cc: Jeremy Helm <JEREMY.HELM@asu.edu>
Subject: RE: HIDA Establishment of a New Prefix

No concerns

Jim

James S. Collofello
Vice Dean for Academic and Student Affairs
Professor of Computer Science and Engineering
School of Computing Informatics and Decision Systems Engineering
Ira A. Fulton Schools of Engineering
Arizona State University

From: Sergio Quiros <Sergio.Quiros@asu.edu>
Sent: Monday, April 22, 2019 10:17 AM
To: James Collofello <JAMES.COLLOFELLO@asu.edu>
Cc: Jeremy Helm <JEREMY.HELM@asu.edu>
Subject: HIDA Establishment of a New Prefix

Good Morning,

The Herberger Institute for Design and the Arts is requesting a statement of support for the establishment of a new Innovation and Venture Development (IVD) prefix (attached). This new prefix is being established to support the proposed **MS in Innovation and Venture Development.**

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Please respond to this email indicating whether you have any questions/concerns or support the request.

Thank you,

Sergio Z. Quiros

Specialist Senior, Academic and Student Affairs
Ira A. Fulton Schools of Engineering
Arizona State University
Tempe, AZ 85287-8109
Phone: 480/727-5770
Email: Sergio.Quiros@asu.edu

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of a Ne...IVD.pdf

![ASU Arizona State University logo] **PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM**

School for the Future of Innovation in Society – Letter of Support

From: **David Guston** David.Guston@asu.edu
Subject: Re: New Master of Science Proposal—Letter of Support Request
Date: April 16, 2019 at 11:14 PM
To: Samantha Perkins Samantha.J.Perkins@asu.edu

Samantha

I have reviewed the proposal and am happy to offer the support of the School for the Future of Innovation in Society.

I would hope that students in this program might also consider electives from among our graduate offerings.

Regards,

Dave

David H. Guston
Foundation Professor
Director, School for the Future of Innovation in Society
Arizona State University

From: Samantha Perkins <Samantha.J.Perkins@asu.edu>
Date: Tuesday, April 16, 2019 at 9:17 AM
To: David Guston <David.Guston@asu.edu>
Subject: Re: New Master of Science Proposal—Letter of Support Request

Good afternoon

A few weeks ago I sent the email below outlining our desire to obtain a letter of support from your School for our new MS in Innovation and Venture Development. Since that time, a few small changes have been made and the proposal is far more solidified.

Will you be able to provide a statement of support for the program? Or are there concerns/questions you would like us to address beforehand?

Thank you for your time and attention in this matter.

--
Samantha Perkins
Associate Director of Academic Affairs

THE DESIGN SCHOOL | The Herberger Institute for Design and the Arts
Arizona State University
P.O. Box 871605 | Tempe, AZ | 85287-1605
480-965-6390 p | 480.965.0968 f

ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Watts College of Public Service and Community Solutions – Letter of Support

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From: **Sian Mooney** Sian.Mooney@asu.edu
Subject: RE: New Master of Science Proposal—Letter of Support Request
Date: April 2, 2019 at 11:24 AM
To: Jonathan Koppell koppell@asu.edu, Samantha Perkins Samantha.J.Perkins@asu.edu
Cc: Cynthia Lietz clietz@asu.edu

Hi Samantha,

Thank you for sending along your proposal. It is an exciting initiative! Watts College supports the creation of the new program and has no concerns at this time. Please let us know if there are opportunities to engage with you.

Best regards,
Sian

Siân Mooney, Ph.D.
Associate Dean & College Professor
Professor | School of Public Affairs
Senior Sustainability Scientist | Wrigley Global Institute of Sustainability
Faculty Affiliate | Center for Biodiversity Outcomes & Global Security Initiative
Phone: +1 (602) 496-1752

Administrative Assistant: Linda Garcia
[Linda.Garcia@asu.edu]

ASU Watts College of Public Service and Community Solutions
Arizona State University

Did someone at ASU provide you with exceptional service? Send a SUN Award.

From: Samantha Perkins <Samantha.J.Perkins@asu.edu>
Sent: Wednesday, March 20, 2019 8:35 AM
To: Jonathan Koppell <koppell@asu.edu>
Subject: New Master of Science Proposal—Letter of Support Request

Hello, Dean Koppell .

I am Samantha Perkins, associate director for academic affairs at The Design School in the Herberger Institute for Design and the Arts. Attached is the proposal for the Master of Science in Innovation and Venture Development, which outlines a new Master's program offered
by The Design School in collaboration with the Ira Fulton Schools of Engineering and the W.P. Carey School of Business. The proposal, which was co-developed by faculty and administration from all three Schools, is currently under review by
the Curriculum Committees from The Design School, the W.P. Carey School of Business, and the Herberger Institute for Design.

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

and the Herberger Institute for Design
and the Arts.

We hope to offer this degree beginning in the Spring 2020 term.

We are sending this to you today in hopes of getting impact/support letters from your School/College, as there may be some
perceived areas of overlap between this program and some offered by your unit.

Please let me know if you require further information to provide your letter of support. And thank you for your time and
attention in this matter.

--
Samantha Perkins
Associate Director of Academic Affairs

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Arizona State University
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480-965-6390 p | 480.965.0968 f

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 ARIZONA STATE UNIVERSITY

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Edson College of Nursing and Health Innovation – Letter of Support

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From: **Katherine Kenny** Katherine.Kenny@asu.edu
Subject: FW: New Master of Science Proposal—Letter of Support Request
Date: April 5, 2019 at 5:16 AM
To: Samantha Perkins Samantha.J.Perkins@asu.edu

Dear Samantha – thank you for asking us to review your proposal for MS in Innovation and Venture Development. Since we offer a Master of Healthcare Innovation, I've asked faculty to review the proposal with me. We do not see a conflict between your proposed degree and our current Master of Healthcare Innovation or other programs that we offer in our college. On behalf of the Edson College of Nursing and Health Innovation, we support your moving this degree forward. Good luck as you move through the University Approval Process.

Best,
Best,
Kathy

Katherine (Kathy) Kenny, DNP, RN, ANP-BC, FAANP, FAAN
Associate Dean of Academic Affairs
Clinical Professor

ASU Edson College of Nursing and Health Innovation
Arizona State University

550 N. 3rd Street | Phoenix, AZ 85004
(P) 602-496-1719
(F) 602-496-0545
Katherine.kenny@asu.edu
https://nursingandhealth.asu.edu/

From: Samantha Perkins <Samantha.J.Perkins@asu.edu>
Date: Wednesday, March 20, 2019 at 8:52 AM
To: Judith Karshmer <Judith.Karshmer@asu.edu>
Subject: New Master of Science Proposal—Letter of Support Request

Hello, Dean Karshmer.

I am Samantha Perkins, associate director for academic affairs at The Design School in the Herberger Institute for Design and the Arts. Attached is the proposal for the Master of Science in Innovation and Venture Development, which outlines a new Master's program offered by The Design School in collaboration with the Ira Fulton Schools of Engineering and the W.P. Carey School of Business. The proposal, which was co-developed by faculty and administration from all three Schools, is currently under review by the Curriculum Committees from The Design School, the W.P. Carey School of Business, and the Herberger Institute for Design and the Arts.

We hope to offer this degree beginning in the Spring 2020 term.

We are sending this to you today in hopes of getting impact/support letters from your School/College, as there may be some perceived areas of overlap between this program and

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

school, college, as there may be some perceived areas of overlap between this program and some offered by your unit.

Please let me know if you require further information to provide your letter of support. And thank you for your time and attention in this matter.

--

Samantha Perkins
Associate Director of Academic Affairs

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480-965-6390 p | 480.965.0968 f

samantha.j.perkins@asu.edu
design.asu.edu/
design.asu.edu/donate

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establi...FT.pdf

PROPOSAL TO ESTABLISH A NEW MASTER'S DEGREE PROGRAM

Thunderbird School of Global Management – Letter of Support

From: **Sanjeev Khagram** Sanjeev.Khagram@thunderbird.asu.edu

Subject: Re: New Master of Science Proposal—Letter of Support Request

Date: April 18, 2019 at 4:24 PM

To: Samantha Perkins Samantha.J.Perkins@asu.edu

Cc: Lena Booth Lena.Booth@thunderbird.asu.edu, Mary Teagarden Mary.Teagarden@thunderbird.asu.edu

SK

Dear Samantha,

The Thunderbird School supports this proposal. In the future, we would suggest to including our global entrepreneurship courses and partnering more extensively if a globally oriented version of this degree is of interest.

With Gratitude, Sanjeev

Dr. Sanjeev Khagram
Director-General and Dean
Thunderbird School of Global Management
Foundation Professor of Global Leadership, The Arizona State University Knowledge Enterprise

Get Outlook for iOS

From: Samantha Perkins <samantha.j.perkins@asu.edu>
Sent: Tuesday, April 16, 2019 9:17 AM
To: Sanjeev Khagram
Subject: Re: New Master of Science Proposal—Letter of Support Request

Good afternoon

A few weeks ago I sent the email below outlining our desire to obtain a letter of support from your School for our new MS in Innovation and Venture Development. Since that time, a few small changes have been made and the proposal is far more solidified.

Will you be able to provide a statement of support for the program? Or are there concerns/questions you would like us to address beforehand?

Thank you for your time and attention in this matter.

--
Samantha Perkins
Associate Director of Academic Affairs

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Arizona State University
P.O. Box 871605 | Tempe, AZ | 85287-1605
480-965-6390 p | 480.965.0968 f