

S U F F O L K  
U N I V E R S I T Y  
SAWYER BUSINESS SCHOOL



*Executive* MBA

Concentration in

Innovation  
and  
Design  
Management

# The Suffolk Executive MBA

Concentration in  
INNOVATION and DESIGN Management

Saturday Only Schedule

Immediate Benefits For Your Career

Develop Leadership Skills With a Global Perspective

Life-Long Learning For Life-Long Results

Valuable Cohort/Mentor Network

Suffolk's Executive MBA Concentration in Innovation and Design Management is an 18-month Saturday-only program created specifically for design professionals seeking the business acumen necessary to manage design-driven innovation.

Our multi-disciplinary approach gives professionals in fields as diverse as brand management, product design, engineering, supply chain management and graphic design the analytical and practical skills needed to effectively manage design and innovation at both the strategic and project level.

When you join the Suffolk Executive MBA program you receive the benefit of an education from a world-class faculty with extensive involvement in the local and global business community. You receive an integrated education that draws from business fundamentals and real-world experience. Our concentration in Innovation and Design Management equips you with the skill set needed to participate at a senior level in your organization.

You will find yourself surrounded by a network of peers who champion design, capture the value of creativity, and foster innovation. You build a reservoir of knowledge and access to life-long learning that will sustain you throughout your career.



William J. O'Neill, Jr.  
Dean

"Suffolk's Executive MBA Concentration in Innovation and Design Management, provides you with the perfect bridge between design and business by integrating innovation, design, business and management. In this program, you will learn the tools to improve your business knowledge and performance."

Suffolk's Executive MBA, established in 1975 as New England's first Executive MBA program, is located in the heart of Boston - one of the country's foremost design centers. Our program is designed for mid-career executives and professionals who aspire to greater leadership responsibility.

Suffolk University is a private university offering undergraduate and graduate degrees in over 70 areas of study to students representing over 100 countries. The Business School serves over 3,000 undergraduate and graduate students. Our alumni network spans the globe with close to 20,000 alumni worldwide.

# The Executive Experience

Executive MBA Innovation and Design Management Concentration Curriculum

## CLUSTER 1

### UNDERSTANDING THE MARKETPLACE 14 credits

Management Seminar	2.0 credits
Marketing Analytics	1.5 credits
Economic Analysis for Managers I	1.5 credits
Marketing: The Challenge of Managing Value	3.0 credits
Strategic Perspectives on Innovation Management*	1.5 credits
Introduction to Design Management*	1.5 credits
Global Seminar*	3.0 credits

## CLUSTER 2

### ORGANIZATIONAL SKILLS 12 credits

Corporate Financial Reporting & Control	3.0 credits
Value-Based Financial Management I	1.5 credits
Information Management for Competitive Advantage	3.0 credits
Managing in the Ethical and Legal Environment I	1.5 credits
Leadership and Teambuilding Seminar	3.0 credits

## CLUSTER 3

### MANAGING THROUGH PEOPLE 13.5 credits

Organizational Behavior	3.0 credits
People & Project Perspectives on Innovation Management*	1.5 credits
Design Management: Strategies & Decision Making*	1.5 credits
Global Product Innovation and Development*	3.0 credits
Economic Analysis for Managers II	1.5 credits
Washington Seminar	3.0 credits

## CLUSTER 4

### THE FIRM AND ITS ENVIRONMENT 11.5 credits

Managing in the Ethical and Legal Environment II	1.5 credits
Managing in the Global Environment	1.5 credits
Strategic Management	3.0 credits
Value-Based Financial Management II	1.5 credits
Experiential Field Research Project*	4.0 credits

\*Innovation and Design Management Courses

## Valuable Network & Life-Long Learning

The Suffolk Executive MBA program features a **cohort structure** that promotes the personal development of each student within a collaborative group environment. Given the variety of backgrounds and distinct experiences of our participants, this structure fosters a valuable networking environment.

As a member of the Executive MBA network you will gain immediate access to a diverse and influential group of alumni. The Suffolk Executive MBA has been graduating successful business leaders and professionals for over 30 years. Through the Executive Program Alumni Council, as well as the program's contacts in the local and global communities, Suffolk Executive MBA students are able to tap into an extensive network to advance both personally and professionally.

Suffolk's Executive MBA program is committed to the value of life-long learning. As a graduate of the Executive MBA program you may **audit any Executive MBA course without tuition**. We are happy to welcome you back to Suffolk to update and refresh your business skills, inform you of current business trends and reconnect you with faculty and friends.



# Innovation and Design Management Course Descriptions

During the course of the 18 month Executive MBA program students pursuing the IDM concentration complete 16 credits of Innovation and Design Management related coursework.

## Strategic Perspectives on Innovation Management

Examine through case analyses, readings and student generated scenarios the strategic use of innovations and their impact on organizations, markets, and competition.

- assess how innovations and innovation strategies influence and are influenced by markets, government policies and competition
- examine opportunities and challenges posed by outsourcing, strategic alliances and competing business models
- diagnose an organization's innovation capabilities and develop strategic action plans

## People and Project Perspectives on Innovation Management

A hands-on, experiential approach to innovation projects and practices. Assess personal innovation-adoption styles and how different profiles impact one's response to innovation challenges.

- creative challenges and practices for the fuzzy front end of innovation projects
- lead project teams and managing project portfolios
- learn from innovative experiences and utilizing networks to broker innovation

## Introduction to Design Management

Examine the link between design and its management as a core business function, learn how design adds value to company performance and operations. Explore the internal and external challenges faced by the design manager.

## Design Management: Strategies and Decision Making

This course studies the complex role of the design manager as both a leader at the strategic level and a manager at the operational level. Using a practical, real-world approach we identify and create design strategy, and learn the tools of effective decision making.

## Global Product Innovation & Development

This course covers a variety of topics related to global product development, engineering and manufacturing and their integration to successfully launch new products. We will use casework and an experiential project, the latter of which will immerse the students in the concept of virtual teamwork.

## Global Seminar

During this week long seminar you experience first-hand the global business environment in Europe, Asia, or Latin America. This comprehensive examination of the economic, political and cultural perspectives of doing business in the global community exposes you to strategic issues through an experiential learning process. Students in the innovation and design management concentration gain international perspective on R&D, supply chain management, design management, and innovation.

"Corporate and executive education and the rising importance of corporate creativity will afford design managers, and designers of all disciplines a more strategic role in business organizations."

**Thomas Lockwood**  
President, Design Management Institute

## Experiential Field Research Project

An individually designed synergistic project combining your course work, research, and professional expertise. You are assigned a faculty facilitator to guide you through the successful completion of the project. Past student projects have ranged from tackling a major issue facing their organization to exploring an idea for starting a new business. The result is tangible and affords you the opportunity to tie your education directly and immediately to your career goals.

### Saturday Class Schedule

8:00am – 8:30am  
Coffee & Continental  
Breakfast

8:30am – 12:15pm  
Morning Class  
Session

12:15pm – 1:15pm  
Lunch

1:15pm – 5:00pm  
Afternoon Class  
Session

New Executive MBA classes start each January and September.

## Institute For Executive Education

The Sawyer Business School established the Institute in 2004 to facilitate the delivery of a full-range of executive-level education and career development initiatives. It includes degree programs, such as the Executive MBA, and non-degree activities, such as certificate programs, seminars, and workshops that are presented on issues of contemporary interest. The Institute draws its superb faculty from the Suffolk University community and the global business arena, providing a balanced perspective of theoretical and applied knowledge on diverse issues of business and leadership.

# The Advisory Board

Executive MBA Program Innovation and Design Management Advisory Board

**Lee D. Green, MFA**

World Wide Director, Corporate Identity & Design, IBM Corporation

**William J. Hannon, IDSA, FRSA**

Professor Emeritus, Industrial Design, The Massachusetts College of Art  
Founder, Design Management Institute  
Founder and Chair, Boston Chapter of the Industrial Designers Society of America

**Kory Kolligian**

Chief Operating Officer, Design Continuum

**Thomas Lockwood, MBA, PhD**

President, Design Management Institute

**Peter L. Phillips, BFA, MA**

Design Consultant  
Former Director, Creative Services, The Gillette Company  
Former Director, Corporate Identity and Design, Digital Equipment Corporation

**Alison Rieple, MBA, PhD**

Professor of Strategic Management and Director of Research, University of Westminster, Harrow Business School, UK

**Maureen Thurston-Chartraw, BFA**

Founder, ACCESS International  
Professor of Product Design and Design Leadership, Art Center College of Design

**Bettina von Stamm, MBA, PhD**

Founder and Director, Innovation Leadership Forum, UK

Our faculty are chosen for their teaching ability and the impressive array of business credentials they bring into the classroom. Many are sought after as consultants and serve as board members for corporations and nonprofit organizations. Our faculty considers selection to teach in the Executive MBA program a mark of distinction.

# SUFFOLK *Executive* MBA

Concentration in Innovation and Design Management

To learn more about Suffolk's Executive MBA program and admissions requirements contact us directly.

e-mail: [execmba@suffolk.edu](mailto:execmba@suffolk.edu)

telephone: 617.573.8660

or visit our web site at:

[www.suffolk.edu/execmba](http://www.suffolk.edu/execmba)

Campus Location:

73 Tremont Street

Boston, MA 02108

Mailing Address:

8 Ashburton Place

Boston, MA 02108-2770

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Suffolk University is accredited by AACSB International - the Association to Advance Collegiate Schools of Business, the National Association of Schools of Public Affairs and Administration (NASPAA) and the New England Association of Schools and Colleges and is a member of the Executive MBA Council.



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