



MBA Concentration in Technology Commercialization, Innovation & Entrepreneurship

Where MBAs learn to innovate

The **Technology Commercialization, Innovation and Entrepreneurship MBA** encourages you to lead technology commercialization efforts inside of your company, come up with innovative business ideas, generate new sources of enterprise, and create new jobs. You will acquire the skills you need and meet an entirely new network of classmates, professors and alumni who will be your future advisors, mentors and investors, and business partners.

Entrepreneurs are leaders. They solve problems, seek opportunities and build a sustainable future for our world through innovation. Entrepreneurship is more than a skill; it's a passion and a vision. It's the ability to see the world as it could be and persuade others to help make it happen.



*This program is offered in
Newark and New Brunswick*

Technology Commercialization

If you are interested in technology commercialization—the process of translating technology and scientific discoveries into new business opportunities as startup ventures or new lines of business—we've introduced a new sequence of courses specifically designed to bring business students and the STEM disciplines together to develop the knowledge and master the skills necessary for entrepreneurship and technology commercialization while building a new venture. We call it the **Collaborative for Technology Entrepreneurship and Commercialization (CTEC)**.

The Collaborative for Technology Entrepreneurship and Commercialization (CTEC) is the newest initiative at Rutgers Business School. CTEC's focus is on translating cutting-edge technology and scientific discoveries into new business opportunities as startup ventures or new lines of business. It is a place where students, faculty, inventors and business people come together to build the future through innovation grounded in a foundation of sound business practices.

business.rutgers.edu/mba-entrepreneurship

Curriculum

Through a modern curriculum, the MBA Concentration in Technology Commercialization, Innovation and Entrepreneurship teaches MBA students important 21st century skills in innovation and entrepreneurship.



Sampling of Courses

- Business Models to Launch
- Collaborative for Technology Entrepreneurship & Commercialization
- Doing Business in China
- Evaluating Business Ventures
- Opportunity Identification and Evaluation
- Management of Innovation and Technology
- Social Entrepreneurship and Innovation
- Urban Entrepreneurship & Economic Development
- Mergers, Acquisitions, and Alliances
- Negotiations
- Technology Ventures



*Rutgers Business School
is where you come to fuel
that passion and get your
business ideas rolling.*



"I started my business while at Rutgers Business School. The more I learned and grew in my experience at Rutgers, the more tools I had in my tool belt to actually pursue my business. I don't know that without my Rutgers MBA I would have had the confidence to pursue the entrepreneurial route to launch my business as quickly as I did."

– Amanda Burton
MBA Alumnus, Founder/Owner Little Miss Mrs

Faculty Spotlight:



Jeffrey A. Robinson, Ph.D. is an award winning business school professor, international speaker and entrepreneur. Since 2008, he has been a leading faculty member at Rutgers Business School

where he is an assistant professor of management and entrepreneurship and founding Assistant Director of The Center for Urban Entrepreneurship & Economic Development.

Center for Urban Entrepreneurship & Economic Development

The Center for Urban Entrepreneurship & Economic Development (CUEED) is the first center of its kind in the nation to integrate scholarly works with private capital, government, and non-profit sectors to develop citywide resources and bring renewed economic growth and vitality through urban entrepreneurship. Our mission is to build a world-class research-driven, teaching and practitioner-oriented urban entrepreneurship and economic development program that will transform the economy of the City of Newark, New Jersey, and other urban centers; create wealth in urban communities; and be a model for all urban universities. Our vision is to be the world's leading Center for innovative thinking and research on entrepreneurial activity in urban environments. As such, we work across constituencies to create new knowledge and tools that build thriving urban communities.

Contact

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