Master of Science in Innovation & Management

Ready to jumpstart your career in innovation? We are.
Developing innovators.

Not business generalists.

The M.S. in Innovation & Management (MSIM) from Tufts University’s Gordon Institute is for people who want to make things happen. Who are passionate about science, technology, engineering, or math. Who believe new solutions will solve our toughest challenges – and make this a better world.

Fulfilling your innovation potential requires the unique ability to drive sustainable, high-impact change.

And that’s exactly what you get with the MSIM. The specialized skills you need to be a successful innovator. All in one year of accelerated, hands-on learning.

Problem solving? Yes. Business modeling? The flow chart also says yes. And leadership? You got it.

Your career in innovation is calling. And with your MSIM from the Tufts Gordon Institute, you’ll be ready to answer.

Welcome to the fast track for innovators.
One year. Six core innovation skill sets.

The MSIM program develops the unique abilities every successful innovator needs.
Get hands on. By getting your MSIM.

Your curriculum: Innovation Sprints, courses, and seminars.

Definition: Innovation Sprints

Fast-paced and intensive team projects that are the core of your MSIM experience. The real magic happens outside the classroom: Engaging with customers and testing solutions to real-world problems. With each Innovation Sprint, you'll dive deeper into the innovation cycle. Evolve your skills. And develop more sophisticated solutions.

- Apply what you learn in seminars, under active mentorship.
- Collaborate with peers to overcome increasingly complex challenges.
- Gain invaluable experience and demonstrable skills.

Lecture halls are so 101

You don’t need a lecture on the basics. That’s why the MSIM program supplements big projects with small, interactive courses. It’s the active, in-depth, and passionate environment you want.

Exlusive MSIM seminars

Network with industry professionals. Plan your career and build your personal brand. Continue to develop your personal values. You’ll even explore your creative side with workshops featuring faculty and professionals from fields such as art, drama, and music.
Get Ready to Run
With Your Ideas

Fall Semester: Innovation Sprint One

For your first Innovation Sprint you’ll work with a team to come up with a meaningful new product or service idea. Maybe something you’re passionate about. Or a new curiosity sparked by Tufts faculty research (did someone say driverless cars?). Whatever problem you tackle, you’ll get world-class mentorship and guidance from your professors. Your starting point is a real-world challenge. Where will it take you?

THE GOAL
Identify and solve the true customer need. Let the solution drive the technology, not the other way around.

THE APPROACH
Get into the field. Gain deep knowledge of your customer. Become fluent in the related technology.

THE RESULT
A solution that works on paper and with customers. Possibly even a rough prototype.

Courses
- New Product Innovation
- Marketing and Business Communications
- Finance for High-Tech Ventures
- Leading for Impact

Seminars
- Innovator’s Mindset Series: Divergent Thinking Workshops, Industry Leader Chats, Unbounded Perspectives Discussions
- Career Planning Sessions: 10 weeks of how to market yourself, develop your career plan, network, and interview

$100K NEW VENTURES COMPETITION
Feel good about your venture? Carry it forward in Innovation Sprint Two. One potential milestone in the spring semester is participating in Tufts’ renowned $100k competition.
The Innovation Cycle Continues
(but even cooler this time).

Spring Semester: Innovation Sprint Two

Your second sprint builds on what you’ve learned so far. Whether you continue your venture from sprint one or take on a fresh challenge, you’ll dive deeper into the innovation process.

Passion, creativity, and teamwork required. High fives optional, though recommended.

THE GOAL
Stronger validation of your proposed solution from Innovation Sprint One, or the launch of a new venture.

THE APPROACH
Carry forward your Innovation Sprint One project, start a new venture, or complete a consulting project for an outside customer.

THE RESULT
Working prototypes, or a better paper solution, to prove the real-world viability of your new product or service.

Courses
- Strategy, Technology and Advanced Problem Solving
- Organizational Design and Technical Sales
- Operations and Applied Data Sciences
- Elective 1
- Elective 2

Seminars
- Innovator’s Mindset Series: Divergent Thinking Workshops, Industry Leader Chats, Unbounded Perspectives Discussions

PREPARED FOR WHEREVER YOUR PASSION TAKES YOU
Can’t get enough computer science? Curious about international business? Choose your electives from any department within the Tufts School of Engineering, School of Arts & Sciences, or the Fletcher School of International Law & Diplomacy. Whatever best matches your interests and career goals.
Your Deepest Innovation Experience Yet

Summer Semester: Innovation Sprint Three

Innovation happens in a variety of environments, thanks to problem solvers in a variety of roles. This Innovation Sprint gives you a choice of hands-on industry experiences to help prepare you for a long career. Intensive team projects. Engaging seminars. Countless coffee refills. It’s all led up to this moment.

Industry Experience Options

- **Intern**: Execute an innovative project at a company anywhere in the world (last year, the Tufts Career Center posted 19,000 internships).
- **Entrepreneur**: Continue prototyping and business modeling from previous sprints to secure funding for your venture.
- **Consultant**: Join a student consulting team to solve a local company’s innovation challenge.

**WANT EVEN MORE EXPERTISE?**

After Innovation Sprint Three, you have the option to take up to four additional classes at Tufts—at a fraction of the cost. Deepen your technical expertise. Explore a new interest you discovered during your MSIM experience. Or do both, because sometimes it’s good to be greedy.

**THE RESULT**

A thrilling and challenging industry experience that launches your career.

**THE GOAL**

Build real-world experience and industry connections.

**THE APPROACH**

Jump into the deep end of innovation and utilize all the skills you gained the past two semesters.
What we do
We develop innovation experiences. The focus is on immersive projects throughout the year-long MSIM program. You take what you learn in small seminars and apply it to solve real world problems. All under expert guidance, where it’s safe to learn from mistakes.

Why we do it
Because sharing our knowledge and experience mentors the next generation of innovators. We’ll empower you with the skills needed to take on new challenges that matter to society. Our measure of success isn’t your transcript – it’s what you accomplish after you graduate.

How it’s possible
Our faculty bring deep industry experience to the MSIM program, and continue to run businesses, serve on boards, and do consulting work. So you can benefit from each professor’s real-world learnings: Product development. Marketing and sales. Financial modeling. Leadership and people skills. It’s all the context and expertise you need, right from the source.

Plus, while our faculty is industry-based, they’re no strangers to the classroom, either. Our professors draw on years of experience teaching courses in entrepreneurship, management, and leadership.

If we can inspire 1,000 students over the next 10 years and give them the tools to have a tremendous impact as innovators, then we’ve done our part to make this a better world.

Kevin Oye
MSIM Director & Professor of the Practice

Industry Experience:
35+ years leading product development and corporate strategy teams
Companies Include:
AT&T Bell Laboratories, Lucent Technologies, Sycamore Networks, Inc.
Innovation Motto:
“Measure innovation by its impact on society, not just its economic value.”
As important as technical skills are, it will be ever more important to rally others around a vision. When you graduate from the MSIM program, you’ll be able to push forward what you’re trying to accomplish because you’ve experienced what it means to be a leader.

Many schools are ego-driven. At Tufts, the faculty is student-focused. And we have pragmatic learnings to share with students, based on our decades of industry experience.

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Stacy Heen Lennon

Lecturer, Leading for Impact

Industry Experience: 20+ years in negotiation, consensus building, and facilitation.

Companies Include: Boeing, Chevron, Kraft, Pixar, the World Bank, World Health Organization

Leadership Motto: "Becoming a better leader, negotiator, and influencer hinges on practice, discussion, and experimentation."

Frank Apeseche

Professor of the Practice, Finance for High-Tech Ventures

Industry Experience: 30 years in finance, venture capital, and operations.

Companies Include: Accenture, Berkshire Group, Launchpad Venture Group

Business Motto: "Knowing how to run your own tech venture starts with understanding how your investors think."
Student spotlight: The new wave of innovators.

Bringing together diverse backgrounds to solve big challenges.

Sanjay

Bangalore, India

**Background**
B.E., Electronics and Communication

**Undergraduate**
BMS College of Engineering

**Plans:**
Consult back home in India’s growing startup market

“I’m really excited about the internship. The industry component is very important. For the career I want, I need to understand how industry works, and for that I need the real-world experience.”

Sarah

Toronto, Canada

**Background**
B.A.Sc., Cognitive Science

**Undergraduate**
McGill University

**Plans:**
Create wearable tech that combats anxiety or improves moods

“Speaking with the faculty, there was so much energy and free exchange of ideas. If you’re going to run a program with innovation in the name, it should have that passion.”

Ashwini

Monmouth Junction, New Jersey

**Background**
B.S., Biomedical Engineering

**Undergraduate**
Rutgers University

**Plans:**
Become a surgeon and develop surgical tools that better meet surgeon needs

“We come from diverse backgrounds, not just engineering. It’s not a sea of students—you really get to know and learn from each other.”

Benny

Santa Ana, California

**Background**
B.S., Electrical Engineering

**Undergraduate**
Tufts University

**Plans:**
Product development within the renewable energies industry

“To really make an impact, you have to be able to work with people, not just technology. That’s why I chose the Tufts MSIM program.”

Why Tufts

Like our students, we get high marks too.

Classified as Tier 1, the highest level for a research university.¹
Ranked 10th for highest salary after graduation.²
Ranked 27th nationally.³
130+ graduate student and professional clubs and organizations.
Beautiful campus just outside Boston and Cambridge.

¹ Carnegie Foundation
² Forbes magazine
³ U.S. News & World Report

While the MSIM program is new, it’s part of the established Gordon Institute that includes nearly 200 graduate students and more than 500 undergraduates at Tufts. So you get the best of both worlds: an innovative program that’s also backed by 30+ years of developing tech-focused leaders.

Why Boston

Because it’s more than just a crazy accent.

An international center for education, science, tech, and finance.
Bustling with more than 250,000 students.
Loaded with Fortune 500 companies, startups, non-profits, and more.
Diverse city full of youthful energy, culture, and entertainment.
Big enough to be exciting, small enough to be easily explored.
Leadership starts with seizing the right opportunities at the right time:

*Take the next step today.*

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International students and scholarship applicants are highly encouraged to apply by Round 2.

**Who Should Apply**

The MSIM program is ideal for applicants with:

- 0–2 years work experience,
- An undergraduate degree in science, technology, engineering, or math,
- And a strong motivation to make a difference in the world.

If you have questions about the program, application process, or your qualifications, please contact our admissions team at tsp@tufts.edu.

Learn more and apply now: gordon.tufts.edu.

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**Various roles, one shared goal:**

*How current MSIM students plan to better the world through innovation.*

Build sustainable cities for the future. Help Chinese startups be more powerful. Work on a consumer electronics product development team. Work in cloud computing in the biotech sector. Start my own consumer technology company. Change the world by blending fashion and technology to bring to light our impact on the Earth. Become a surgeon and develop surgical tools that better meet surgeon needs. Become a creative innovation consultant in an engineering field. Use my technical background and business skills to help green tech startups and companies build a world where nature and technology exist harmoniously. Consult back home in India’s growing startup market. Create wearable tech that combats anxiety or improves moods. Become a product manager in an information technology company and then launch my own company.

And where will your passion take you?

The MSIM experience prepares you to innovate in a variety of roles, including:

- Product Management
- Marketing & Technical Sales
- Engineering/Technology
- Management Consulting
- Technology Consulting

To help jumpstart your career, you also get access to:

- Job search advice from industry-based Tufts faculty.
- 7,000+ jobs through Tufts Career Services.
- 300+ top employers at on-campus career fairs.
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Medford, MA, 02155
GORDON.TUFTS.EDU

“We are committed to providing transformative experiences for students and faculty in an inclusive and collaborative environment where creative scholars generate bold ideas, innovate in the face of complex challenges and distinguish themselves as active citizens of the world.”

- From the Tufts mission statement