WPI Foisie Business School
Curriculum Plan for Master of Science in
INNOVATION WITH USER EXPERIENCE
(12 courses, 36 credits)

NAME

DATE ADMITTED  Suggested sequence for students entering Fall 2020

ADVISOR

Proposed Course of Study:  COURSE NUMBER & TITLE  SEMESTER

REQUIRED COURSES (5)

MIS 571 Database Applications Design and Development  Fall 20

MIS 583 UX Applications  Spring 21 / Wed. 1 – 4 PM

MIS 584 Business Intelligence  Spring 21 / Thurs. 6 – 9 PM

MIS 585 UX Design  Fall 20

MIS 586 UX Research Methods  Fall 20

MARKETING CORE COURSES (2)  Select 2 courses from the list below:

MKT 500 Marketing Strategy

MKT 561 Consumer Behavior and Analytics

MKT 568 Data Mining Business Applications

BUSINESS CORE COURSES (1)  Select 1 course from the list below:

OBC 505 Teaming and Organizing for Innovation

OBC 533 Negotiations

FINANCE CORE COURSES (1)  Select 1 course from the list below:

FIN 500 Financial Information and Management

ACC 500 Accounting and Finance Fundamentals (1 credit)

and

ACC 502 Financial Intelligence and Strategic Decision Making (2 credits)

ELECTIVES (3)  Select 3 courses from the list below:

Design Courses

UX Research Project I (Advisor approval is required)

UX Research Project II (Advisor approval is required)

MIS 573 System Design and Development

IMGD 5000 Game Design Studio

IMGD 5300 Design of Interactive Experiences

(over)
**Business Courses**
- ETR 500 Entrepreneurship and Innovation
- ETR 593 Technology Commercialization: Theory, Strategy and Practice
- MKT 562 Marketing Research
- MKT 565 Digital Marketing
- MKT 598 Social Media Marketing
- OIE 501 Designing Operations for Competitive Advantage
- OIE 552 Modeling and Optimizing Processes
- OIE 556 Health System Modeling and Improvement
- BUS 5900 Internship (no more than 3 credits)

**Technical Courses**
- CS 528 Mobile and Ubiquitous Computing
- CS 546 Human Computer Interaction
- CS 573 Data Visualization
- CS 5007 Introduction to Programming Concepts, Data Structures and Algorithms
- DS 501 Introduction to Data Science
- DS 502 Statistical Methods for Data Science
- MA 511 Applied Statistics for Engineers & Scientists

If you have been awarded transfer credit or course waivers, list the approved courses and credit hours allowed below.

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<th>COURSE NUMBER &amp; TITLE</th>
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(To be completed by Advisor)

I have reviewed the Curriculum Plan above and agree that it comprises an acceptable program of study for the degree of Master of Science in Innovation with User Experience.

**ADVISOR’S SIGNATURE:**

**DATE:**

Important Note to Advisors: Once approved, please return the Curriculum Plan to the Executive Director of Business Programs.

Revised 7/10/2020