Creative disruption concentration, specifically entrepreneurship for new and existing businesses. This is a concentration in the MBA program that focuses on radical as well as incremental innovation in established corporations and specifically how we can develop the next generation ideas, new technologies, new ways of doing business, new products and services that have the potential to transform the business environment.

The concentration is about how to manage the process of creating knowledge, collaborating with different kinds of people from different kinds of frameworks, different locations, different backgrounds and managing this whole innovation process holistically.

Students may want to pursue this concentration to be part of a major and transformational change in their business in moments. We all deal with new technologies in our lives either as users or sometimes as creatives. In the last decade or so, a lot has changed in the business world. In the global economy, we have self-driving cars even as there are in the prototype phase. We have communication technologies like cell phones and internet dominating our lives, online shopping and E-Trade has become ubiquitous. Everybody everywhere can buy pretty much anything they want online.

So these have transformed the way consumers engage with businesses and organizations. As people who would leave those organizations, who would come up with the next generation of the different ways that we do things, the new products that we will develop, we will have to tap into a diverse set of knowledge and resources as well as different people, different domains of knowledge.

And it's a complex process. So people who will take this concentration are expected to have an interest in developing innovation in a more holistic way.

Creative disruption can have applications in a wide variety of areas, but more specifically, it should be about product development, service development, and business model development.

Changing the way that we do things and changing the products and services that the organizations that we work for or we have started with offered to the users.
So people who would pursue this concentration would likely be in business development, innovation, product development, business model development and collaborations across organizations, strategic partnerships, alliances with other organizations that can compliment what our organization might be doing. Those kinds of changes will be implemented or at least pursued by people who have an open mindset and who can learn from different people, organizations, cultures and the students who would go through this concentration we hope will be among those who are open to new experiences, new ways of learning so that they can come up with the next best way to do things. (smooth music)