

00:00 (smooth music)
00:04 - Creative disruption concentration,
00:07 specifically entrepreneurship
00:09 for new and existing businesses.
00:11 This is a concentration in the MBA program that focuses
00:15 on radical as well as incremental innovation
00:18 in established corporations and specifically
00:21 how we can develop the next generation ideas,
00:26 new technologies, new ways of doing business,
00:29 new products and services that have the potential
00:32 to transform the business environment.
00:34 And the concentration is about how to manage the process
00:38 of creating knowledge, collaborating with different
00:43 kinds of people from different kinds of frameworks,
00:45 different locations, different backgrounds
00:47 and managing this whole innovation process holistically.
00:50 (smooth music)
00:54 Students may want to pursue this concentration
00:56 to be part of a major and transformational change
01:00 in their business in moments.
01:02 We all deal with new technologies in our lives
01:06 either as users or sometimes as creatives.
01:09 In the last decade or so, a lot has changed
01:12 in the business world.
01:13 In the global economy, we have self-driving cars
01:18 even as there are in the prototype phase.
01:22 We have communication technologies
01:24 like cell phones and internet dominating our lives,
01:28 online shopping and E-Trade has become ubiquitous.
01:32 Everybody everywhere can buy pretty much anything
01:34 they want online.
01:35 So these have transformed the way consumers engage
01:38 with businesses and organizations.
01:41 As people who would leave those organizations,
01:44 who would come up with the next generation
01:47 of the different ways that we do things,
01:50 the new products that we will develop,
01:51 we will have to tap into a diverse set of knowledge
01:55 and resources as well as different people,
01:59 different domains of knowledge.
02:01 And it's a complex process.
02:03 So people who will take this concentration
02:06 are expected to have an interest in developing innovation
02:10 in a more holistic way.
02:12 (smooth music)
02:15 Creative disruption can have applications
02:19 in a wide variety of areas, but more specifically,
02:23 it should be about product development, service development,
02:27 and business model development.
02:29 Changing the way that we do things and changing the products
02:32 and services that the organizations that we work for
02:35 or we have started with offered to the users.

02:39 So people who would pursue this concentration
02:42 would likely be in business development, innovation,
02:46 product development, business model development
02:49 and collaborations across organizations,
02:53 strategic partnerships, alliances with other organizations
02:56 that can compliment what our organization might be doing.
03:01 Those kinds of changes will be implemented
03:04 or at least pursued by people who have an open mindset
03:08 and who can learn from different people, organizations,
03:12 cultures and the students who would go
03:15 through this concentration we hope will be among those
03:19 who are open to new experiences,
03:21 new ways of learning so that they can come up
03:23 with the next best way to do things.
03:26 (smooth music)