Heiskell Award Category: Category 3 – International Exchange Partnerships

Name of Institution: North Carolina State University (IIE Member) in partnership with Université Paul Cézanne- IAE Aix-en-Provence

Name of Program: Master of Global Innovation Management (MGIM)

Nomination Submitted by:

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Program Website: http://www.mgt.ncsu.edu/mgim/

Summary of Program:

Building on successful past student and faculty exchanges at both the undergraduate and graduate levels, North Carolina State University’s Jenkins Graduate School of Management (NCSU) and Université Paul Cézanne’s IAE Graduate School of Management (IAE) launched the Master of Global Innovation Management. This is a dual-degree program that allows students to earn two degrees: Master of Global Innovation Management (NCSU) and Master in Business Administration (IAE Aix-en-Provence). The global student cohort spends the fall semester at IAE then travels to NCSU to attend spring classes. The program includes an internship that can take place in the US, Europe, China, or other approved international settings.
**Program Mission:** The joint program’s central mission is to train technically-oriented students to develop and maintain a competitive advantage in the global marketplace. Graduating students understand:

- The fundamental roles that innovation, technology transfer, and networking play in company growth.
- The need to develop an innovation mindset and disseminate it throughout the organization.
- How exposure to different cultural environments can enrich innovation activities.
- The application of business management principles in a technologically rich environment.

**Program Objectives:** This academic program was designed to address specific corporate requests for engineering and science candidates that are trained in management and innovation and able to work in a global environment. The MGIM program was started with seed funding from the Partner University Fund (PUF). The strength of this partnership lies in the complementarities between the two institutions: NCSU has a strong focus in innovation and technology management while IAE has offered a master degree program in general management for engineers and scientific students since 1955. By creating a partnership, IAE and NCSU broaden their respective international networks, encourage faculty development in an international setting, and foster relationships with the French and American business community.

The strength of the partnership lies also in the complementarities between the various cultures (students, faculty, and corporate partners) involved in the academic program. Students are therefore trained to adapt to these differences in behavior and to build solutions within multicultural teams taking advantage of each culture’s specific competences.

**Program History:** The dual degree masters program represents an evolution of a relationship that began in 2000. Since then, the relationship has expanded with additional faculty and student exchanges. In 2001, NCSU held a three-week undergraduate study abroad course at IAE that involved 20 NCSU students and four IAE professors. The partnership between IAE and NCSU advanced in 2003 when the two universities signed a formal student exchange agreement. In 2004 and 2005, MBA students from NCSU joined MBA students from IAE in a joint course in international entrepreneurship. The groundwork for a dual degree masters program between both partners was developed at this time. The dual degree program began in earnest in 2007 when both universities sent multiple representatives to their partner university to more fully develop the Master of Global Innovation Management (MGIM) program. At that time, a formal agreement between the two partners was established and numerous MGIM program details were mutually decided upon.

**Program Evolution:** The partnership between the two universities has become stronger due to the exchange of faculty and administration officials, with multiple people from both universities tackling the issues at hand. The MGIM program progress-to-date has been remarkable. Both partners quickly approved the new degree program at the university level. Students will receive a master degree from each institution (18 students in 2008-2009, 21 students in 2009-19). IAE and NCSU representatives are in talks with Zhejiang University (ZJU). The intent is to sign this year a memorandum of understanding with Zhejiang, allowing ZJU to take a limited role (i.e., summer term) in MGIM for 2009-10, with a full partnership role in 2012-13 upon the conclusion of a successful test market.

Both partners are actively involved in public relations activities designed to promote the program, attract current students, and broaden the awareness of the program for future recruitment efforts. Awareness of the MGIM program has grown since the first class began courses in fall 2008. Strong program marketing
efforts by both partners (e.g., joint webpage; electronic marketing via Google, Facebook, and YouTube; faculty presentations at students fairs; electronic interfaces with prospects; etc.) have greatly heightened the global profile of the program. Student inquiries and applications are on an upswing and continue to expand globally. The planned expansion and introduction of a Chinese partner university should only serve to heighten recognition of the MGIM program.

**Program Partnerships:** Both universities are engaged in expanding their corporate partner network in order to broaden the avenues for student-sponsor company innovation projects. Each corporate sponsored innovation project is managed by a four-student team and is a concrete, real-world experience in innovation practice and management. Project proposals are submitted to MGIM by a firm or an organization. One recent example of a submission is the identification and evaluation of a potential market application for a new technology (e.g., RFID technology). Projects center on issues such as potential market analysis and product or service functionality definition. They cover topics as diverse as external partnerships and networking, intellectual property protection, financing, and environmental issues, for example. The innovation project permits students to develop the competences required to support innovation in firms and organizations. It enables them to implement concepts and tools learned during the academic portion of the MGIM program. In 2008-2009 innovation projects sponsors were: Eurocopter (EADS group), MailinBlack, Genesis and Novadem. 2009-2010 sponsors are: Eurocopter (EADS group), ST Microelectronics, Solem, Ekkyo, and CareWave.

**Program Results:** Given that 2009-10 is the second year of the MGIM program, most of the 2008-09 students are currently completing their internship and thesis requirements. All students are on schedule to complete the program by December 2009. These internships are taking place in global companies and dynamic start-ups around the world. A sample of 2008-09 internship include: Novartis, Red Hat, SAS Institute, Biogen IDEC, GainSystem, Norlix, NC China Centre, Public Research Centre and Henri Tudor. Internships enable our students to strengthen the competencies they developed during their training and to enrich their resumes. Some have resulted in full-time employment opportunities. Those students that have completed their internship have accepted offers from companies as Red Hat, Bio Merieux, Biogen IDEC, and Novartis.

Recently, the MGIM program was ranked among the top 10 master degree programs specialized in innovation in the 2009 SMBG-EDUNIVERSAL Best French Masters and MBA Programs Ranking.

In sum, the partnership between IAE and NCSU is rapidly developing and has exceeded the high expectations of both partner universities. The partnership has quickly developed into a growing collaboration of academic and business professionals, which produced a strong dual degree program and spawned several other complementary relationships. We appreciate your consideration for the prestigious Andrew Heiskell Award.

Supporting documentation sent via hard copy:

- Endorsement letter
- Program brochure