



Wharton  
UNIVERSITY of PENNSYLVANIA

William and Phyllis  
MACK INSTITUTE  
for INNOVATION MANAGEMENT

# Mack Institute for Innovation Management

The Wharton School

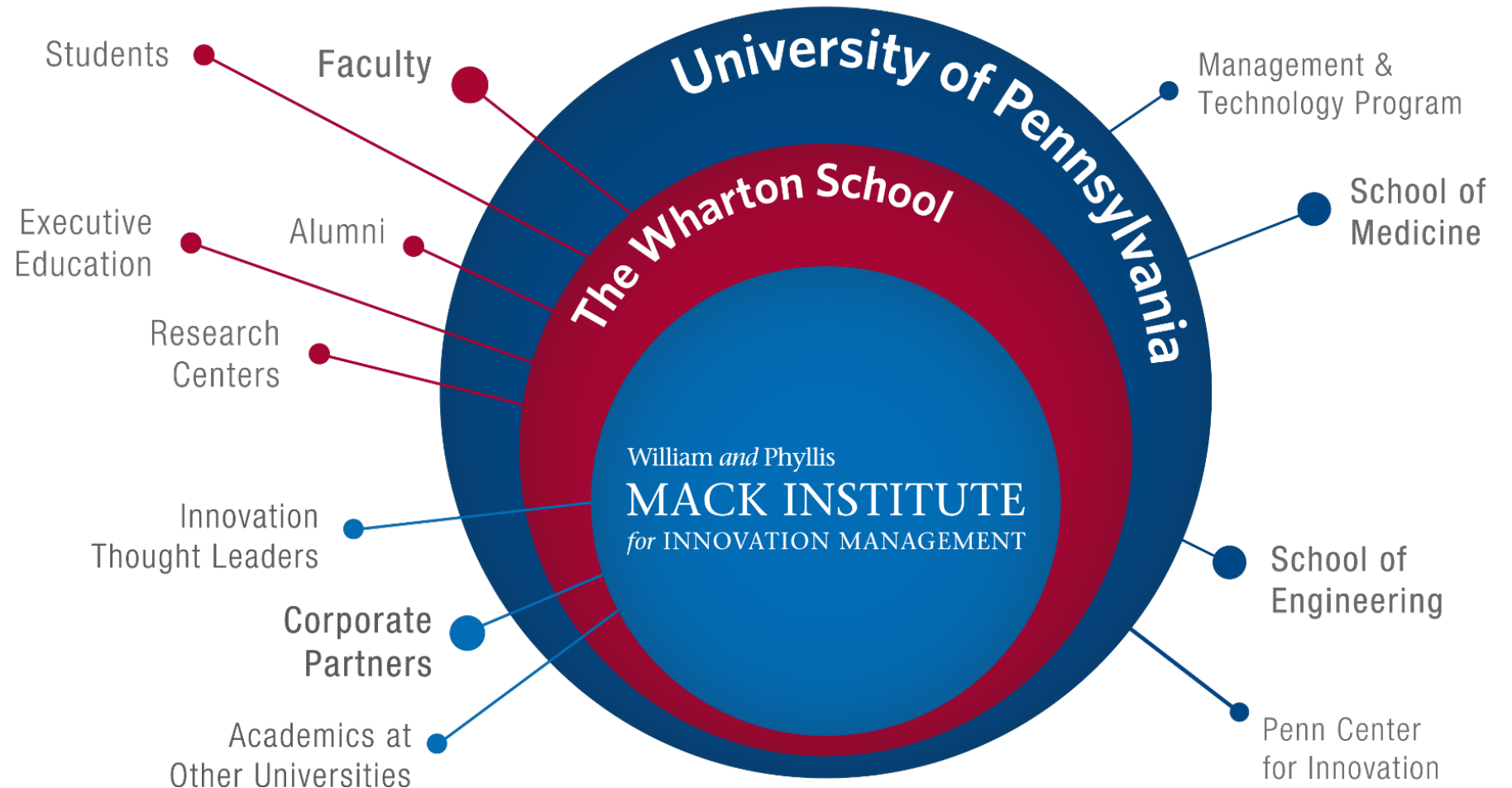
# Our Mission

The Mack Institute  
fosters industry and  
academic communities  
to transform our  
innovation research  
into real-world impact.



# A Central Node in a Knowledge Network

We act as the hub of a global network linking scholars, industry leaders, and students.



# New and Ongoing Programs

## Researchers

Research funding  
Program on Vehicle & Mobility Innovation  
Wharton Technology & Innovation Conference  
Mack Innovation Doctoral Association  
PhD conference  
Working Paper Series  
White Paper Series

Mack Talks  
Shows on Sirius Radio 111  
Collaborative Innovation Program  
Online research archive

Commercialization Workshop  
Research assistance  
Y-Prize Competition

## Students

## Corporate Partners

Bi-annual industry conferences  
Focused theme workshops  
Partner roundtable events  
Emerging technology conferences

Innovation competitions

Student research fellowships  
Student initiative sponsorship  
Courses taught by faculty directors

# MGMT 892: COLLABORATIVE INNOVATION PROGRAM (Consulting Practicum; 1 cu; Philly and San Fran campuses)

## HOW IT WORKS

- Mack Institute's corporate partners propose a pressing innovation/ strategy/ management challenge that they are currently trying to address
- Student teams work with the sponsor in addressing the challenge and provide recommendations at the end of the course
- Semester-long project with 1 cu credit, guided by faculty
- Two classroom sessions will be held during the semester and teams will meet outside the classroom for the rest of the semester
- Team sizes range from 4 to 6 students and may comprise of students from across UPenn schools and programs (*Students are encouraged to apply in groups*)
- Teams meet weekly: check in meetings with the sponsor and faculty member on alternating weeks to monitor project progress
- Mid-term and end-term presentations will be done with the sponsor team
- Mack Institute will be available to oversee programming and ensure smooth running of the project

## BENEFITS

- Opportunity to work hands-on with real life management challenges that corporations face
- Practical application of classroom concepts to help corporations navigate the challenges and opportunities posed by emerging technologies and markets
- Gain work experience in lieu of/in addition to an internship, and boost your resume
- Opportunity to work in the industry and function of your choice and interest, regardless of your background
- Opportunity to interact closely with senior management and gain visibility with the C-Suite of large organizations



# CORPORATE PARTNERS AND REPRESENTED INDUSTRIES

## INDUSTRIES REPRESENTED

- ✓ Technology
- ✓ CPG
- ✓ Electronics
- ✓ Healthcare
- ✓ Financial Services
- ✓ Automotive
- ✓ Telecommunications
- ✓ Manufacturing
- ✓ Education Technology
- ✓ Publishing
- ✓ Pharmaceuticals

## SAMPLE LIST OF PAST PROJECTS

- New Growth Areas to serve the Connected Home Consumer
- Telematics and Big Data Strategy for the Connected Vehicle
- Non-Traditional Methods and Metrics of Brand Tracking and Brand Health
- B2B Digital Health Go-to-Market Strategy
- Digitizing Telco's: Developing a Framework for a 5 -10 Year Horizon
- Biomedical Big Data: Strategic Implications for Oncology
- Economic Models for a Platform Strategy in Financial Services
- New Growth Areas to Serve Gen Z Consumer Behavior
- Re-inventing Product Distribution for Millennials
- Developing a Go-to-Market Plan for a new Digital Private Equity Product
- Manufacturing Footprint Optimization: Regional Source of Supply
- Alternative Approaches to Growing Mature Brands
- Crowdsourcing for Open Innovation



# PAST PARTICIPANTS, PROCESS, TIMELINE

## ➤ PROGRAM REVIEW (by current students)

- Darshan Bhosale, SEAS'20
- Samantha Brown, WG'20
- Dominique Duhau, WG'20
- Richard Rios, SEAS'20
- Tyler Woods, WG'20
- Nicolas Onie, WG'20

## NOTE:

**! This course will not appear in Coursematch!**

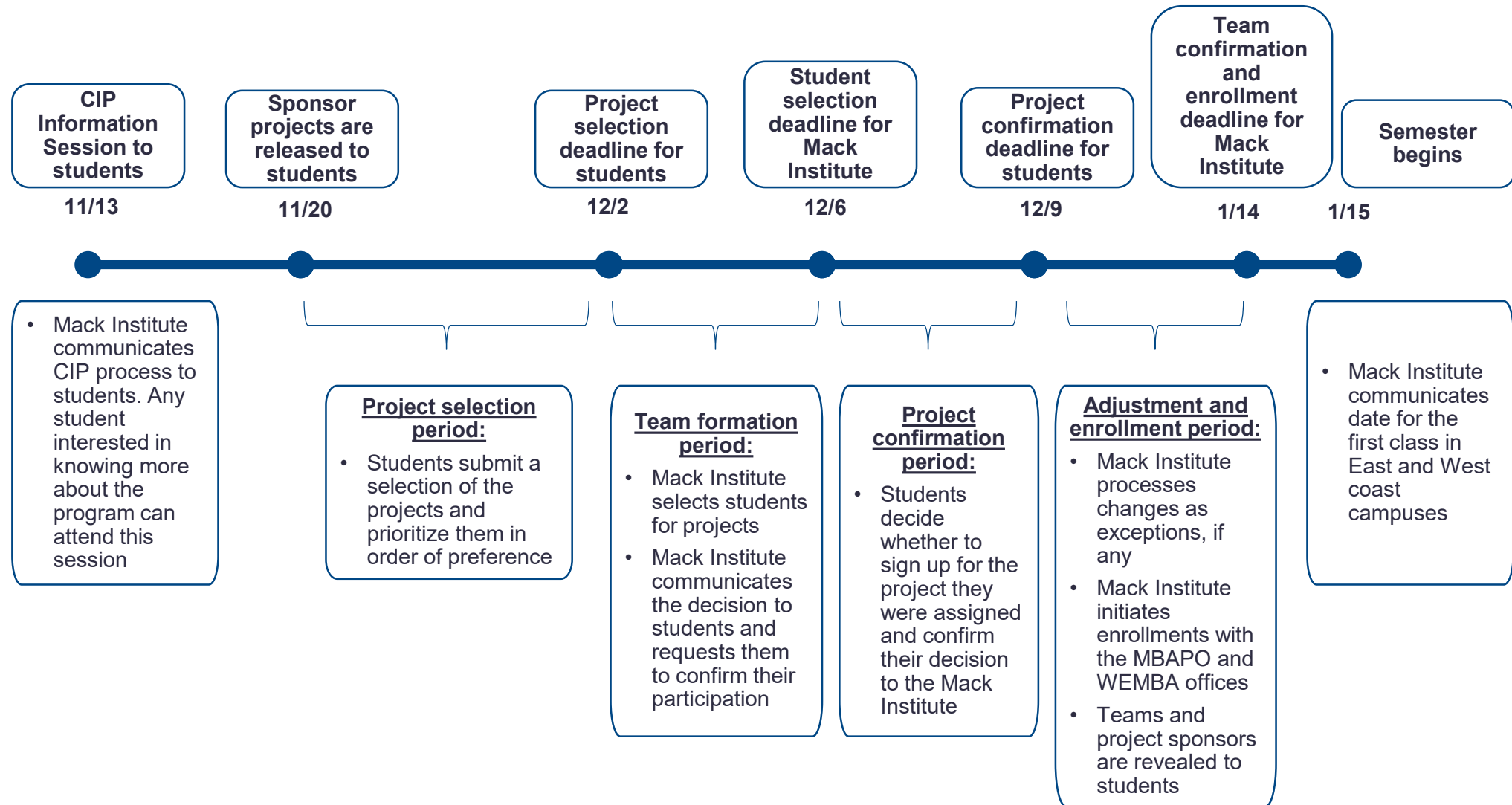
## PROCESS AND TIMELINE

- Mack Institute releases projects to students on **Wednesday, 11/20/19**
- Students submit resumes and three project choices in order of preference by midnight on **Monday, 12/2/19** (*Students are encouraged to apply in groups*)
- Mack Institute selects students by **Friday, 12/6/19**
- Students confirm their participation by **Thursday, 12/12/19**
- Mack Institute finalizes student enrollment between **Friday, 12/13/19** and **Tuesday, 1/14/20**

## GRADING

- Process management **60%**:
  - Project content and progress 30%
  - Project sponsor interaction 20%
  - Team co-ordination and peer eval 20%
- Project delivery **40%**:
  - Mid-point presentation 20%
  - Final output 20%

# CIP PROJECT SELECTION TIMELINE



**NOTE: This course has a no-drop policy, so the students' decision confirming their participation will be final and binding**



# CIP COURSE TIMELINE

