



Alaska Pacific University – Anchorage, Alaska
Business Administration Department
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Alaska Pacific University Hickel Endowment for Strategic Leadership and Entrepreneurship fall courses: **Innovation Strategies for Business** **Lean Startup and Business Model Creation**

Alaska Pacific University is pleased to offer degree and non-degree seeking students the opportunity to take our Master of Business Administration courses **Innovation Strategies for Business** and/or **Lean Startup and Business Model Creation**.

Our Masters level courses are tailored for busy professionals with a lot on their plates. Join Ky Holland, Rachel Miller and other guests and fellow students in our hybrid delivery—a combination of engaged online classwork, accessible from anywhere, and “Intensive” full-day discussions and class work on APU’s campus and downtown.

About the courses – (These can be taken individually or together)

Innovation Strategies for Business

Innovation in organizations is the foundation of internal improvement, external opportunities, and competitive advantage. This course explores Design Thinking, marketing research and quality improvement strategies used to identify new opportunities and solutions, manage innovation, and consider when to persist and when to pivot in new directions given market conditions, customer feedback and internal goals or constraints. These principles can be applied to all organizations, including existing corporations, new startups, and social entrepreneurship. This course is designed for students interested in both entrepreneurship and corporate innovation. (MBA60710, 1 credit)

Online eLearning Sessions

Monday August 29 – 6:00PM – 8:30PM

Monday October 31 – 6:00PM – 8:30PM

Intensive – On Campus

Monday September 12 – 6:00PM – 10:00PM

Monday September 19 – 6:00PM – 10:00PM

Lean Startup and Business Model Creation

Lean business management principles have revolutionized many areas of business management including new venture creation and social entrepreneurship. Students will explore and apply lean startup strategies, including the business model canvas, that iteratively translate innovations in to a customer validated business model and preliminary financial projections. Students will participate in a Startup Weekend. Students will be expected to critically access research in the area of lean management and synthesize information about lean startup strategies in Alaska. (MBA60720, 2 Credits)

Online eLearning Sessions

Monday October 24 – 6:00PM – 8:30PM

Monday November 7 – 6:00PM – 8:30PM

Monday November 28 – 6:00PM – 8:30PM

Monday December 5 – 6:00PM – 8:30PM

Intensive – The Boardroom, 501W 5th

Fall Techstars™ – Startup Weekend™

November 11 – 6PM through Sunday

November 13 – 8PM