

PRODUCT DEVELOPMENT

FSU
JIM MORAN COLLEGE
OF ENTREPRENEURSHIP

Master of Science in Entrepreneurship (MSE)

“From the professors to the hands-on coursework, I left JMC ready to take on big challenges and pursue my dreams.

Post-graduation, I landed a role at a local manufacturing company, where I apply skills learned from the Product Development program, while also launching my second startup.”

-Gabriel Mustaciuolo



Turn ideas into market-ready solutions.

The **Master of Science in Entrepreneurship (MSE)** with a major in **Product Development** equips students with the knowledge and experience to create meaningful value through innovative products, services, and solutions.

Through hands-on, face-to-face learning experiences, students strengthen their abilities in innovation, product development, commercialization, and strategic problem-solving. Whether launching a new venture or contributing to an established organization, graduates are prepared to develop solutions that address real-world needs across industries.

Students will also have access to the FSU Innovation Hub, a collaborative space featuring emerging technologies that support the product development process. Through tools such as 3D printers and AI technologies, students can experiment, prototype, and test solutions as they refine their ideas.

**SCAN TO
LEARN MORE**



jmc.fsu.edu/graduate

Admissions: Fall semester only **Deadline:** July 1

ADMISSION REQUIREMENTS

Admission to graduate study at Florida State University follows a two-step evaluation process. The FSU Office of Admissions determines eligibility for admission to the University, while the academic department reviews applicants for admission into the degree program. Final admission is subject to approval by the Office of Admissions.

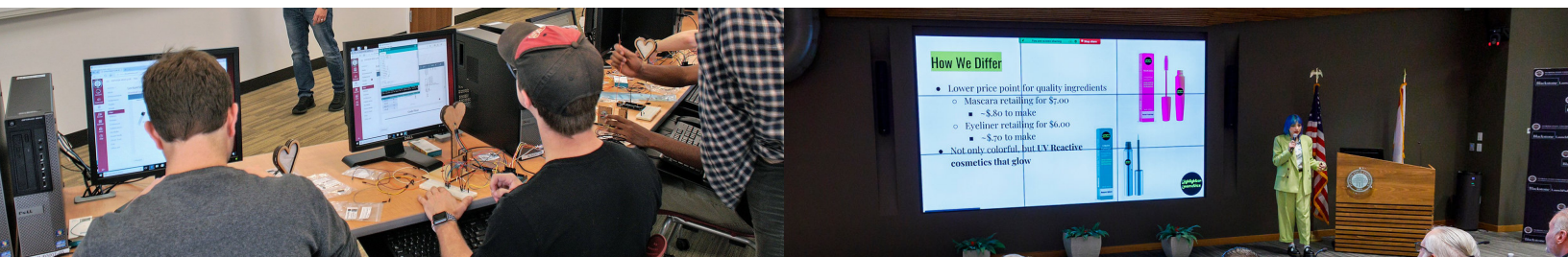
MINIMUM UNIVERSITY ADMISSION REQUIREMENTS

The minimum requirement for graduate admission is a bachelor's or graduate degree from a regionally accredited U.S. institution, or an equivalent degree from an international institution.

In addition to the above, students must be in good academic standing at their last institution in order to be considered for graduate study.

GRADUATE APPLICATION PROCESS

- **Complete the Online Application, submitting the following materials**
 - Current Resume / C.V.
 - Applicant Statement Question Responses
 - Two (2) letters of recommendation
 - Residency Affidavit
- **Submit Test Scores** (If Required)
- **Submit Official Transcripts** (current FSU students are not required to submit FSU transcripts)
- **Meet English Language Requirements** (International Applicants)



PROGRAM REQUIREMENTS

The Master of Science in Entrepreneurship (MSE) with a major in Product Development program requires a total of 30 credit hours.

CORE CURRICULUM

The following courses (9 credit hours) are required to be taken by all MSE students:

- ENT 5417 Accounting and Finance for Entrepreneurs (3)
- ENT 5128 Strategy Formulation (3)
- ENT 5216 Foundations in Entrepreneurship and Leadership (3)

OPTIONAL INTERNATIONAL EXPERIENCE

The following international program opportunities are available:

- Exploring Hospitality and Entrepreneurship in Florence, Italy - Spring Break (3)
- Fashion & Sustainability in Florence, Italy - Summer Semester (3)

MAJOR CURRICULUM

All Product Development students are required to take the following major curriculum (21 credit hours).

- ENT 5936 Product Development Colloquium (3 hrs)
- ENT 5608 Product Design (3 hrs)
- ENT 5606 Product Development Analytics (3 hrs)
- ENT 5225 HR Management for Entrepreneurs (3 hrs)
- ENT 5246 Promotional & Pricing Information (3 hrs)
- ENT 5609 Prototyping
- Elective Requirement (3 hrs)