

# DESIGN AND INNOVATION MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

This major offers the following option(s):

- Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/design-innovation-management-bs-hbs/deans-academy-option/>)

The Design and Innovation Management Major is a professional program offered through the College of Business. This program is designed for students who want a management role in a design field. Gain necessary skills in marketing, finance, leadership, strategy, and supply chain. This option provides students with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage.

## Major Code: 912

- Identify, define, and describe relevant aspects of a design problem (goals, objectives).
- Create a technical package that incorporates technical illustration, construction details, measurement specifications, and material, trim, prints, coloration, and finish details.
- Explain how social, environmental, political, cultural, and economic systems, as well as geography relate to the planning, creation, production, merchandising, distribution, and consumption of textile, apparel, and footwear products and resulting company performance.
- Create a technical package that incorporates technical illustration, construction details, measurement specifications, and material, trim, prints, coloration, and finish details.
- Develop logical product creation strategies regarding materials, trims, construction, print, coloration, and finishes for a specific end use.
- Evaluate the prototype in terms of fit, construction, aesthetics, and marketability and make revisions to improve the design.
- Demonstrate the ability to select and specify furniture, fixtures, equipment and finish materials in interior spaces.
- Recognize and apply design thinking and visual thinking processes to understand the framework of problem solving.
- Identify, define and describe design management practice in relation to various types of businesses and business models.

The Design and Innovation Management major requirements are divided into two parts —lower-division and upper-division. The lower-division design core program involves completion of courses within the first and second year (see core curriculum below) that build a solid foundation for the upper-division design curricula. The lower-division design core course work may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU. Students entering design programs should have basic art and illustration skills. ART 115 and ART 117 are highly recommended elective courses.

Code	Title	Credits
<b>Summary of Requirements</b>		
Lower Division		60-61
Design Core Classes		

Design and Business (33-34)	
Art, Communications, Economics, Math, Statistics, and Writing (27) <sup>1</sup>	
Upper Division	68-69
Design Core Courses	
Design and Business (38)	
Art (3)	
Design and Innovation Management Major Classes (27-28)	
University General Education Requirements	21
Unrestricted Electives	29-31
<b>Total credits required for graduation</b>	<b>180</b>

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23 credits from lower division course work satisfy University General Education Requirements

Code	Title	Credits
<b>Design Core Curriculum <sup>1</sup></b>		
The design core curriculum provides students with a broad overview of design thinking and processes		
<i>First Year</i>		
Students entering OSU on the Corvallis campus as their first college experience are required to participate in Innovation Nation, the College of Business Living-Learning Community (LLC). These students, as well as students who transfer in the winter term into the design and innovation management major from another college or university, will complete the following three-course sequence during their first year:		8-9
BA 160	B-ENGAGED	
or BA 163	B-ENGAGED	
BA 161	INNOVATION NATION—AWARENESS TO ACTION	
BA 162	INNOVATION NATION—IDEAS TO REALITY	
All other students will complete the following two courses:		
BA 101	BUSINESS NOW	
BA 280	BUSINESS INSIGHTS	
All students must also complete:		
COMM 111	*PUBLIC SPEAKING	3
or COMM 114	*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218	*INTERPERSONAL COMMUNICATION	
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
MTH 111	*COLLEGE ALGEBRA	4
DSGN 121	COMPUTER AIDED DESIGN	3
WR 121	*ENGLISH COMPOSITION	3
<i>Second Year <sup>2</sup></i>		
DSGN 253	PROFESSIONAL DEVELOPMENT	3
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
DSGN 283	CREATIVITY, CULTURE, AND THE WORKPLACE	1
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	3
or ART 204	*INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES	
or ART 205	*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
DSGN 244	COLOR INNOVATION	4
DSGN 255	TEXTILES	4
DSGN 281	DRAWING AND SKETCHING	4
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
ST 201	PRINCIPLES OF STATISTICS	4
WR 222	*ENGLISH COMPOSITION	3
or WR 323	*ENGLISH COMPOSITION	
or WR 327	*TECHNICAL WRITING	
<i>Third Year</i>		
ART 367	*HISTORY OF DESIGN	3
BA 315	ACCOUNTING FOR DECISION MAKING	4
BA 390	PRINCIPLES OF MARKETING	4

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or BA 223	PRINCIPLES OF MARKETING	
DSGN 311	FRAMING YOUR CAREER PLAN	1
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 313	THE ORANGE AND BLACK CASE COMPETITION	1
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
MGMT 364	PROJECT MANAGEMENT	4
<i>Fourth Year</i>		
DSGN 411	NAVIGATING YOUR WORKPLACE	1
DSGN 412	FINANCIAL PLANNING I	1
DSGN 413	FINANCIAL PLANNING II	1
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 495	RETAIL MANAGEMENT	4
Total Credits		101-102

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ECON 201; WR 121; WR 222, WR 323 or WR 327; COMM 111, COMM 114 or COMM 218; ART 101, ART 204, ART 205, or ART 206; MTH 111; and ART 367 meet the university's Baccalaureate Core requirements for social processes and institutions, writing I, writing II, speech, literature & the arts, western culture, mathematics, and science, technology and society, respectively. All students must meet the other Baccalaureate Core requirements and the other requirements for baccalaureate degrees. (See Requirements for Baccalaureate Degrees.)

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For students who transfer into College of Business business-related programs, the Blueprint transition courses meet the same outcomes as the professional development (Blueprint) course series accounting for the student's academic year when they transfer into the business program

**Design and Innovation Management Major Curriculum (27-28)**

Code	Title	Credits
DSGN 342	INTRODUCTION TO DESIGN MANAGEMENT	4
DSGN 343	IDEA VISUALIZATION	4
DSGN 440	DESIGN RESEARCH	4
DSGN 441	SERVICE DESIGN INNOVATION	4
DSGN 442	MATERIALITY AND MAKING FIELD PROJECT	4
Select two courses from the following:		7-8
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	
DSGN 333	HISTORY OF CONTEMPORARY FASHION	
DSGN 356	SPECIFICATION AND EVALUATION OF PERFORMANCE MATERIALS	
SUS 350	*SUSTAINABLE COMMUNITIES	
BA 363	TECHNOLOGY AND INNOVATION MANAGEMENT	
BA 465	*SYSTEMS THINKING AND PRACTICE	
DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	
BA 481	INTRODUCTION TO BUSINESS ANALYTICS	
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
Total Credits		27-28

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Baccalaureate Core Course (BCC)

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Writing Intensive Course (WIC)

Major Code: 912

		Credits
<b>Fall</b>		
BA 160	B-ENGAGED	3
MTH 111	*COLLEGE ALGEBRA	4
Biological Science with Lab		4
Cultural Diversity		3
PAC: Physical Activity Course		1
Credits		15
<b>Winter</b>		
BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
WR 121	*ENGLISH COMPOSITION	3
Physical Science with Lab		4
DSGN 121	COMPUTER AIDED DESIGN	3
Difference, Power, and Discrimination		3
Credits		16
<b>Spring</b>		
BA 162	INNOVATION NATION--IDEAS TO REALITY	3
COMM 111	*PUBLIC SPEAKING	3
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
HHS 231	*LIFETIME FITNESS FOR HEALTH	2
Physical or Biological Science with Lab		4
Credits		15
<b>Second Year</b>		
<b>Fall</b>		
ECON 201	*INTRODUCTION TO MICROECONOMICS	4
DSGN 255	TEXTILES	4
WR 222	*ENGLISH COMPOSITION	3
DSGN 253	PROFESSIONAL DEVELOPMENT	3
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
Credits		15
<b>Winter</b>		
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
DSGN 244	COLOR INNOVATION	4
ST 201	PRINCIPLES OF STATISTICS	4
DSGN 283	CREATIVITY, CULTURE, AND THE WORKPLACE	1
Electives		3
Credits		16
<b>Spring</b>		
ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	3
DSGN 281	DRAWING AND SKETCHING	4
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Electives		7
Credits		15
<b>Third Year</b>		
<b>Fall</b>		
BA 315	ACCOUNTING FOR DECISION MAKING	4
ART 367	*HISTORY OF DESIGN	3
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
DSGN 311	FRAMING YOUR CAREER PLAN	1
Electives		3
Credits		15
<b>Winter</b>		
DSGN 342	INTRODUCTION TO DESIGN MANAGEMENT	4
BA 390	PRINCIPLES OF MARKETING	4
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 354	*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
Electives		2
Credits		15
<b>Spring</b>		
BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	4
DSGN 343	IDEA VISUALIZATION	4

DSGN 313	THE ORANGE AND BLACK CASE COMPETITION	1
Electives		7
	Credits	16
<b>Fourth Year</b>		
<b>Fall</b>		
DSGN 440	DESIGN RESEARCH	4
MGMT 364	PROJECT MANAGEMENT	4
DSGN 411	NAVIGATING YOUR WORKPLACE	1
Contemporary Global Issues		3
Electives		3
	Credits	15
<b>Winter</b>		
MRKT 495	RETAIL MANAGEMENT	4
DSGN 441	SERVICE DESIGN INNOVATION	4
DSGN 412	FINANCIAL PLANNING I	1
Electives		6
	Credits	15
<b>Spring</b>		
MRKT 492	CONSUMER BEHAVIOR	4
DSGN 442	MATERIALITY AND MAKING FIELD PROJECT	4
DSGN 413	FINANCIAL PLANNING II	1
Electives		3
	Credits	12
	Total Credits	180