DESIGN AND INNOVATION MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

This degree allows students to tailor their Design and Innovation Management major to meet their career needs; students will choose one of three options available under the major:

1. Apparel Design,
2. Interior Design
3. Design Management.

Within the Design and Innovation Management major, we have completed a curricular redesign of our Apparel Design option. With an emphasis on outdoor and performance wear, and an integration of business principles, graduates are well poised to enter the apparel industry that dominates the Pacific Northwest. All students will follow the common design core designed to be completed in two years and provides a comprehensive foundation of design concepts.

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.

Admission to the studio design options is competitive and is restricted to those students who have demonstrated an ability to achieve the high standards required for professional studies. Enrollment within each studio option may be limited to the number of students who can be served by the faculty and facilities of that option. Therefore students should strive to meet the minimum eligibility standards of their particular option of choice as well as those of the College of Business itself.

To apply and be considered for admission, all students seeking admission to a studio option must meet the following requirements:

- Be declared as a Design and Innovation Management major.
- Have a minimum OSU cumulative GPA of 2.5, and a minimum cumulative GPA of 2.5 in all lower-division Design and Innovation Management course work.
- Have completed and received a C– or better in ALL courses within the lower-division design core and option specific course work by the end of spring term before applying.

Students who have completed their lower-division design courses at a college or university other than OSU must be admitted to the design and innovation management major their first term and apply to the studio options during the normal selection process (typically at the end of spring term each year).

Admission to the studio options requires completion of DSGN 226, Specification Buying (for apparel design) or DSGN 287, Studio I: Design Communication (for interior design), and submission of a portfolio. The portfolio will expect students to submit work that demonstrates competency in fundamental design skills and concepts.

The following courses are recommended for students who need to further develop those design skills:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ART 115</td>
<td>2-D CORE STUDIO</td>
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<tr>
<td>ART 117</td>
<td>3-D CORE STUDIO</td>
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Design Program Requirements (180)

Design Core Curriculum (66-87)
The design core curriculum provides students with a broad overview of design thinking and processes.

Option (24–45)
Options are designed to allow students to extend their professional preparation beyond the introductory level in one or more areas. There are three options available to the Design and Innovation Management major:

1. Apparel Design (45 credits beyond design core)
2. Design Management (24 credits beyond design core)
3. Interior Design (35 credits beyond design core)

All options need to be started in the third year. See an academic advisor for more information.
### Design and Innovation Management Undergraduate Major (BS, HBS)

#### Code | Title | Hours
---|---|---
**Mathematics and Statistics** | | 8
MTH 111 | *COLLEGE ALGEBRA | 4
ST 201 | PRINCIPLES OF STATISTICS | 4
**Economics** | | 4
ECON 201 | *INTRODUCTION TO MICROECONOMICS | 4
**Art** | | 9
ART 101 | *INTRODUCTION TO THE VISUAL ARTS | 3
ART 206 | *INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY | 3
or ART 204 | *INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES | 3
or ART 205 | *INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE | 3
ART 367 | *HISTORY OF DESIGN | 3
**Written and Oral Communication** | | 6
COMM 111 | *PUBLIC SPEAKING | 3
or COMM 114 | *ARGUMENT AND CRITICAL DISCOURSE | 3
or COMM 218 | *INTERPERSONAL COMMUNICATION | 3
**University General Requirements** | | 24
**Unrestricted Electives** | | 18-39

Students are provided elective credits to enable them to achieve a degree of specialization and depth to match their interests.

### Minor (27)

1. The ART, COMM, ECON, MTH, and WR classes above meet the university’s baccalaureate core requirements for Mathematics, Social Processes and Institutions, Writing II, Speech, Western Culture, Literature and Arts, and Science, Technology and Society. All students must meet the other baccalaureate core requirements and the other requirements for baccalaureate degrees. (See Earning a Degree at OSU.)

2. Students are encouraged to choose a university-approved minor that consists of a minimum of 27 credits, with at least 12 credits at the upper-division level. Students are responsible for determining whether the minor has been approved for transcript visibility and to request the notation on their transcript. Students may also choose to complete a coherent set of non-business courses to support their career goals.

### Design and Innovation Management

Total credits required for graduation is 180.

#### Course | Title | Hours
---|---|---
**First Year**
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:

BA 160 | B- ENGAGED | 3
BA 161 | INNOVATION NATION--IDEAS TO REALITY | 3

All other students will complete the following course:

BA 101 | BUSINESS NOW | 3

All students should also complete:

ART 101 | *INTRODUCTION TO THE VISUAL ARTS | 3
COMM 111 | *PUBLIC SPEAKING | 3
or COMM 114 | *ARGUMENT AND CRITICAL DISCOURSE | 3
or COMM 218 | *INTERPERSONAL COMMUNICATION | 3

DSGN 121 | COMPUTER AIDED DESIGN | 3
MTH 111 | *COLLEGE ALGEBRA | 4
WR 121 | *ENGLISH COMPOSITION | 3

General Baccalaureate Core courses | 21

Note: Students entering design programs should have basic art and illustration skills. ART 115, Foundations: 2-D (4), and ART 117, Foundations: 3-D (4), are highly recommended elective courses.

#### Second Year

All students should complete the following courses:

BA 280 | BUSINESS INSIGHTS (Transfer students only) | 3
BA 281 | PROFESSIONAL DEVELOPMENT | 3
DSGN 282 | PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT | 1
DSGN 283 | PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT II | 1
DSGN 284 | PERSONAL, PROFESSIONAL, AND LEADERSHIP DEVELOPMENT III | 1

- Students who transfer from another college or university into the design and innovation management major who have completed all lower-division design core course work should complete the following course:

BA 381 | PERSONAL AND PROFESSIONAL DEVELOPMENT | 1

All second-year students should also complete:
**Design and Innovation Management Undergraduate Major (BS, HBS)**

**INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY**

- ART 206
- or ART 204
- or ART 205

**INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES**

- ART 206
- or ART 204
- or ART 205

**INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE**

- ART 206
- or ART 204
- or ART 205

**INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY**

- INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES
- or INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE

**BA 260**

- INTRODUCTION TO ENTREPRENEURSHIP 4

**DSGN 244**

- COLOR INNOVATION 4

**DSGN 255**

- TEXTILES 4

**DSGN 281**

- DRAWING AND SKETCHING 4

**ECON 201**

- *INTRODUCTION TO MICROECONOMICS* 4

**ST 201**

- PRINCIPLES OF STATISTICS 4

**WR 222**

- *ENGLISH COMPOSITION* 3
- or *ENGLISH COMPOSITION* 3
- or *TECHNIQUE WRITING* 3

Baccalaureate core, minor courses, or unrestricted electives 4-7

Students should complete at least one option-specific course during the second year.

**DSGN 226**

- SPECIFICATION BUYING (for those interested in Apparel Design) 4

**DSGN 276**

- INTRODUCTION TO MERCHANDISE MANAGEMENT (for those interested in Merchandising Management) 4

**DSGN 287**

- STUDIO I: DESIGN COMMUNICATION (for those interested in Interior Design) 4

**Third Year**

**ART 367**

- HISTORY OF DESIGN (or Bacc Core STS course) 3

**BA 315**

- ACCOUNTING FOR DECISION MAKING 4

**BA 352**

- MANAGING INDIVIDUAL AND TEAM PERFORMANCE 4

**BA 354**

- *MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY* 4

**BA 390**

- MARKETING or PRINCIPLES OF MARKETING 4

**BA 223**

- *TECHNICAL WRITING* 4

**DSGN 341**

- DESIGN THINKING AND PROCESS INNOVATION 4

**MGMT 364**

- PROJECT MANAGEMENT 4

Option-specific course work—See option descriptions 8-18

Baccalaureate core, minor courses, or unrestricted electives 0-10

Hours 35-65

**Fourth Year**

**DSGN 475**

- *GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR (or Bacc Core CGI)* 4

**MRKT 492**

- CONSUMER BEHAVIOR 4

**MRKT 495**

- RETAIL MANAGEMENT 4

Option-specific course work—See option descriptions 12-19

Baccalaureate core, minor courses, or unrestricted electives 14-22

Hours 38-63

Total Hours 160-198

* Baccalaureate Core Course (BCC)

^ Writing Intensive Course (WIC)

**Major Code: 912**
Sample Four-Year Plan: Design and Innovation Management

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<th>Title</th>
<th>Hours</th>
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