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 curriculum. 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.

### Design Core Classes

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<tr>
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<tr>
<td>BA 315</td>
<td>Accounting for Decision Making</td>
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<tr>
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### Design Core Courses

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### Upper Division

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<td>DSGN 255</td>
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<td>DSGN 258</td>
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<td>BA 260</td>
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### University General Education Requirements

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<td>or COMM 218</td>
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<td>Drafting Your Career Blueprint</td>
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<td>Creativity, Culture, and the Workplace</td>
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<td>DSGN 284</td>
<td>Foundations of Personal Finance I</td>
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### Dean's Academy

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<td>BA 161</td>
<td>Innovation Nation—Awareness to Action</td>
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<td>BA 162</td>
<td>Innovation Nation—Ideas to Reality</td>
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<td>Business Now</td>
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### Total Credits Required for Graduation

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<td>University General Education Requirements</td>
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<td>All students must also complete:</td>
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<tr>
<td>COMM 111</td>
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23 credits from lower division course work satisfy University General Education Requirements

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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

Fourth Year

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

1

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.)

2

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 Undergraduate Major (BS, HBS)

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<td>DSGN 343</td>
<td>IDEA VISUALIZATION</td>
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<td>DSGN 440</td>
<td>DESIGN RESEARCH</td>
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<td>DSGN 441</td>
<td>SERVICE DESIGN INNOVATION</td>
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<td>DSGN 442</td>
<td>MATERIALITY AND MAKING FIELD PROJECT</td>
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<td>DSGN 330</td>
<td>*FASHION FORECASTING AND MARKET ANALYSIS</td>
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<td>DSGN 333</td>
<td>HISTORY OF CONTEMPORARY FASHION</td>
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<td>SUS 350</td>
<td>*SUSTAINABLE COMMUNITIES</td>
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<td>BA 363</td>
<td>TECHNOLOGY AND INNOVATION MANAGEMENT</td>
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<td>BA 465</td>
<td>*SYSTEMS THINKING AND PRACTICE</td>
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<td>DSGN 475</td>
<td>*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR</td>
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<td>MRKT 493</td>
<td>INTEGRATED MARKETING COMMUNICATIONS</td>
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Select two courses from the following:  7-8

DSGN 330  *FASHION FORECASTING AND MARKET ANALYSIS  4
DSGN 333  HISTORY OF CONTEMPORARY FASHION  4

Total Credits  27-28

* Baccalaureate Core Course (BCC)
^ Writing Intensive Course (WIC)

Major Code: 912

Fall  Credits
BA 160  B-ENGAGED  3
MTH 111  *COLLEGE ALGEBRA  4

Winter
BA 161  INNOVATION NATION--AWARENESS TO ACTION  3
WR 121  *ENGLISH COMPOSITION  3

Spring
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

Second Year

Fall
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

Winter
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

Spring
ART 206  *INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY  3
DSGN 281  DRAWING AND SKETCHING  4
DSGN 284  FOUNDATIONS OF PERSONAL FINANCE I  4
Electives  7

Third Year

Fall
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

Winter
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

Spring
BA 352  MANAGING INDIVIDUAL AND TEAM PERFORMANCE  4
DSGN 343  IDEA VISUALIZATION  4
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