

INNOVATION MANAGEMENT UNDERGRADUATE MAJOR (BA, BS, HBA, HBS)

The Innovation Management major is a **double-degree program**. It can only be added to a primary OSU non-business major. See Academic Regulation 26a (<https://catalog.oregonstate.edu/regulations>).

Graduates of the IMDD program will gain expertise in developing new ideas and inventions and learn how to take these ideas through the innovation and commercialization process. The intent is to build upon the “technical” skills developed by students in their primary major while giving them the tools to become more productive and innovative members of the organizations where they will work. It will provide students with a foundation in business basics, such as marketing and accounting, while also building students’ expertise in the innovation and commercialization process.

This major is limited to 45 qualified students per year. Interested students should consult with the College of Business Advising Office, Austin Hall 122, 541-737-3716, for more detail about the declaration requirements and process.

A College of Business GPA of 2.50 (OSU grades only) and a minimum grade of C– or above is required in all completed BA course work that is relevant to the degree program. Students may not S/U courses in this major.

Code	Title	Hours
Requirements		
BA 215	FUNDAMENTALS OF ACCOUNTING	4
BA 260	INTRODUCTION TO ENTREPRENEURSHIP	4
BA 351	MANAGING ORGANIZATIONS	4
or BA 352	MANAGING INDIVIDUAL AND TEAM PERFORMANCE	
BA 354	^MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4
BA 363	TECHNOLOGY AND INNOVATION MANAGEMENT	4
BA 390	MARKETING	4
BA 458	INNOVATION AND NEW PRODUCT DEVELOPMENT	4
BA 468	TECHNOLOGY COMMERCIALIZATION	4
MGMT 452	LEADERSHIP	4

Additional course work that may be completed to achieve 24 credits unique to the Innovation Management degree program:

BA 460	VENTURE MANAGEMENT	4
BA 464	NEW VENTURE FINANCING	4
MRKT 488	PERSONAL SELLING	4
Total credits required for graduation		180

* Baccalaureate Core Course (BCC)

^ Writing Intensive Course (WIC)

Major Code: 851