

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

Major Code: 851

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.

**Major Code: 851**

- Recognize entrepreneurial opportunities for new business ventures and evaluate their potential for business success.
- Generate, select and implement innovative ideas for business success.

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  | Credits    |
|--|--|------------|
| <b>Requirements</b>  |  |            |
| BA 215   |  | 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   | PRINCIPLES OF 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   | PROFESSIONAL SALES                                   | 4          |
| <b>Total credits required for graduation</b>   |  | <b>180</b> |

\*  
Baccalaureate Core Course (BCC)

^  
Writing Intensive Course (WIC)