

INNOVATION & ENTREPRENEURSHIP UNDERGRADUATE MAJOR (BA, BS, HBA, HBS)

This program is available at the following locations:

- Corvallis
- Ecampus

Options available:

- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-management-entrepreneurship-supply-chain/innovation-entrepreneurship-ba-bs-hba-hbs/deans-academy-option/>)
- International Business (<https://catalog.oregonstate.edu/college-departments/business/school-management-entrepreneurship-supply-chain/innovation-entrepreneurship-ba-bs-hba-hbs/international-business-option/>)

The Innovation & Entrepreneurship (I&E) Major equips students with essential knowledge and skills to think like an entrepreneur and creative innovator. Students will gain fluency in how to communicate, finance, and market a new idea, product, or initiative. Through an innovative curriculum that includes experiential learning and real-life business projects, students will develop an entrepreneurial mindset and the skills necessary to become a successful leader or change-maker across any type of organization or corporate setting. There is no expectation that students will have their own startup ideas or that students will want to become a business founder; rather it welcomes anyone interested in the I&E landscape. The I&E major will enable students to contribute to innovation, entrepreneurial ecosystems, and society more broadly.

Major Code: A039

Upon successful completion of the program, students will meet the following learning outcomes:

- Apply an entrepreneurial mindset to identify and evaluate opportunities for innovation or venture creation and growth.
- Prototype innovative solutions that address complex business and societal challenges.
- Develop strategic, financial, legal, operational, and organizational roadmaps to effectively launch and manage startups, innovative products, or new initiatives.
- Develop and communicate clear, evidence-based solutions and proposals to diverse stakeholders.
- Create and evaluate processes and milestones for successfully bringing to market innovative solutions.

Degree requirements include university core education, business and major curricula. The business curriculum provides students with a broad overview of business; basic skills in accounting and quantitative methods; an understanding of the legal and social environment of business; a background in management and organizational behavior, marketing, finance, and operations management; an understanding of the entrepreneurial process; and the opportunity to integrate coursework and further develop decision-making skills through the analysis of business

cases. The lower-division business curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series;
2. Students entering OSU COB as a second-year transfer student (approximately three years to graduation) will take a 300 Transitions course, BA 160, and BA 101Z; or
3. Students entering OSU COB as a third-year transfer student (approximately two years or less to graduation) will take a 300 Transitions course and BA 101Z.

Code	Title	Credits
Summary of Requirements		
Business Curriculum ¹		102-106
Innovation & Entrepreneurship Curriculum		34
Unspecified Core Education ¹		22-26
Unrestricted Electives ²		14-22
Total Credits		180

¹ Some courses in the Business Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Business Curriculum

² Options and minors are available to provide specializations and fulfill unrestricted elective credits

Business Curriculum

Code	Title	Credits
Foundations of Business		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Dependent on entry level, students will take one of the following:		4-6
BA 161 & BA 162	INNOVATION NATION—AWARENESS TO ACTION and INNOVATION NATION—IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
<i>Mathematics</i>		
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
<i>Writing</i>		
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
Business Core		
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	PRINCIPLES OF MARKETING	

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BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 347	INTERNATIONAL BUSINESS	4
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
BA 375	APPLIED QUANTITATIVE METHODS	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
or BA 398	+SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4

Blueprint: Personal & Professional Development

Second Year

Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.

BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1

Third Year

BA 311	+FRAMING YOUR CAREER PLAN	1
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1

Fourth Year

BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 412	FINANCIAL PLANNING I	1
BA 413	FINANCIAL PLANNING II	1

Total Credits 102-106

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course

Innovation & Entrepreneurship Curriculum

Code	Title	Credits
BA 361	IDEATION AND CREATIVE THINKING	4
BA 363	INNOVATION MANAGEMENT	4
BA 458	INNOVATION AND NEW PRODUCT DEVELOPMENT	4
BA 460	VENTURE MANAGEMENT	4

Electives

Select a minimum of 16 credits from the following: ¹ 16

BA 362	SOCIAL ENTREPRENEURSHIP AND SOCIAL INITIATIVES	
BA 365	FAMILY BUSINESS MANAGEMENT	
BA 367	DIGITAL VENTURE LAUNCH	
BA 368	ADVANCED DIGITAL VENTURE LAUNCH	
BA 467	NEW VENTURE LABORATORY	
BA 468	TECHNOLOGY COMMERCIALIZATION	
DSI 415	MULTIDISCIPLINARY DESIGN FOR SOCIAL IMPACT	
FIN 469	VENTURE FINANCE	
MGMT 452	LEADERSHIP THEORY AND PRACTICE	
MGMT 455	INFLUENCE AND NEGOTIATION	
MRKT 488	PROFESSIONAL SALES	
SCLM 457	SUPPLY CHAIN STRATEGY	

Experiential Learning

Select 2 credits from the following courses:	2
Any COB 004 Internship (e.g. BA 004) ²	
Any COB 403 Thesis (eg. BA 403)	
Any COB 405 Reading & Conference (eg. BA 405)	
Any COB 406 Projects (eg. BA 406)	
Any COB 409 Practicum (eg. BA 409)	
Any COB 410 Internship (eg. BA 410)	
BA 348	INTERNATIONAL EXCHANGE ORIENTATION
& BA 349	and IMPACT OF CULTURE ON BUSINESS
Total Credits	34

¹ Some elective courses require a prerequisite grade of C or higher

² Students may substitute a COB 004 Internship course (e.g. BA 004) for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 credit degree total

Major Code: A039

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

First Year

Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
COMM 111Z	+*PUBLIC SPEAKING	3-4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Arts & Humanities General		3-4
Core Ed: Transitions		2
Credits		14

Winter

BA 161	INNOVATION NATION-AWARENESS TO ACTION	3
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
Credits		15

Spring

BA 162	INNOVATION NATION-IDEAS TO REALITY	3
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
WR 121Z	+*COMPOSITION I	4
Core Ed: Scientific Inquiry & Analysis		4
Credits		15

Second Year

Fall

BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Core Ed: Arts & Humanities Global		3-4
Credits		15

Winter

BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or +*TECHNICAL WRITING	
Credits		16

Spring		
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223 or BA 390	PRINCIPLES OF MARKETING or PRINCIPLES OF MARKETING	4
BA 240	FINANCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
Credits		17
Third Year		
Fall		
BA 311	+FRAMING YOUR CAREER PLAN	1
BA 347	INTERNATIONAL BUSINESS	4
I&E Elective		4
Core Ed: Scientific Inquiry & Analysis		4
Core Ed: Difference, Power & Oppression Foundations		3-4
Credits		16
Winter		
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 354	^ETHICS IN ORGANIZATIONS	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
I&E Elective		4
Core Ed: Seeking Solutions		3-4
Credits		16
Spring		
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
BA 361	IDEATION AND CREATIVE THINKING	4
BA 363	INNOVATION MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
Elective		1
Credits		14
Fourth Year		
Fall		
BA 375	APPLIED QUANTITATIVE METHODS	4
BA 396 or BA 398	+MARKETS AS SOCIAL STATUS SYSTEMS or +SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	3
BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 460	VENTURE MANAGEMENT	4
Elective		2
Credits		14
Winter		
BA 412	FINANCIAL PLANNING I	1
BA 458	INNOVATION AND NEW PRODUCT DEVELOPMENT	4
I&E Elective		4
Electives		5
Credits		14
Spring		
BA 413	FINANCIAL PLANNING II	1
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
I&E Elective		4
Experiential Learning		2
Electives		3
Credits		14
Total Credits		180

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