

# DESIGN AND INNOVATION MANAGEMENT UNDERGRADUATE MAJOR (BS, HBS)

This program is available at the following locations:

- Corvallis
- Ecampus

Options available:

- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/design-innovation-management-bs-hbs/deans-academy-option/>)
- Sports Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/design-innovation-management-bs-hbs/sports-business-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**

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

- Identify, define and describe design management practice in relation to various types of businesses and business models and its effect on social, environmental, political, cultural, and economic systems.
- Identify, define and solve human-centered design opportunities.
- Formulate and conduct design research.
- Apply design thinking and visual thinking processes to understand the framework of problem solving.
- Explore and iterate multiple ideas.
- Express ideas through visual representations and create prototypes that consider utility, usability and desirability of solutions.

Degree requirements include university core education, design and major curricula. The design curriculum provides students with a broad overview of design thinking and processes and incorporates foundational business coursework. The lower-division curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula. Students entering design programs should have basic art and illustration skills. ART 115 and ART 117 are highly recommended elective courses.

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
<b>Summary of Requirements</b>		
Design Curriculum <sup>1</sup>		104-108
Design and Innovation Management Curriculum		28
Unspecified Core Education <sup>1</sup>		19-22
Unrestricted Electives <sup>2</sup>		22-29
<b>Total Credits</b>		<b>180</b>

<sup>1</sup> Some courses in the Design Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Design Curriculum

<sup>2</sup> Options and minors are available to provide specializations and fulfill unrestricted elective credits

## Design Curriculum

Code	Title	Credits
<b>Foundations of Design</b>		
<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:		
BA 161 & BA 162	INNOVATION NATION—AWARENESS TO ACTION and INNOVATION NATION—IDEAS TO REALITY	4-6
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Art</i>		
ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
ART 204	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
or ART 205	+*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
or ART 206	+*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
ART 367	*HISTORY OF DESIGN	3
<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
<i>Mathematics</i>		
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
<i>Writing</i>		
WR 121Z	+*COMPOSITION I	4
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	
<b>Design Core</b>		
BA 223	PRINCIPLES OF MARKETING <sup>1</sup>	4
or BA 390	PRINCIPLES OF MARKETING	
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR <sup>1</sup>	4
BA 315	ACCOUNTING FOR DECISION MAKING	4
or BA 211Z & BA 213Z	PRINCIPLES OF FINANCIAL ACCOUNTING and PRINCIPLES OF MANAGERIAL ACCOUNTING	
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 361	IDEATION AND CREATIVE THINKING	4

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BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
DSGN 101	DESIGN FUNDAMENTALS	4
DSGN 121	COMPUTER AIDED DESIGN	3
DSGN 244	COLOR INNOVATION	4
DSGN 255	TEXTILES	4
DSGN 281	DRAWING AND SKETCHING	4
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
<b>Blueprint: Personal &amp; Professional Development</b>		
<i>Second Year</i>		
Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.		
DSGN 253	+PROFESSIONAL DEVELOPMENT	3
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
<i>Third Year</i>		
DSGN 311	+FRAMING YOUR CAREER PLAN	1
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
<i>Fourth Year</i>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 412	FINANCIAL PLANNING I	1
DSGN 413	FINANCIAL PLANNING II	1
<b>Experiential Learning</b>		
Select 2 credits from the following courses: 2		
Any COB 004 Internship (e.g. DSGN 004) <sup>2</sup>		
Any COB 403 Thesis (eg. DSGN 403)		
Any COB 405 Reading & Conference (eg. DSGN 405)		
Any COB 406 Projects (eg. DSGN 406)		
Any COB 409 Practicum (eg. DSGN 409)		
Any COB 410 Internship (eg. DSGN 410)		
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS	
<b>Total Credits</b>		<b>104-108</b>

\* 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

<sup>^</sup> Writing Intensive Curriculum (WIC) course

<sup>1</sup> Course requires a grade of C or higher

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

## Design and Innovation Management Curriculum

Code	Title	Credits
DSGN 342	INTRODUCTION TO DESIGN MANAGEMENT	4
DSGN 343	IDEA VISUALIZATION	4
DSGN 440	DESIGN RESEARCH	4
DSGN 441	SERVICE DESIGN INNOVATION	4
DSGN 442	MATERIALITY AND MAKING FIELD PROJECT	4
Select two courses from the following:		8
BA 363	INNOVATION MANAGEMENT	
DSGN 330	*FASHION FORECASTING AND MARKET ANALYSIS	
DSGN 333	HISTORY OF CONTEMPORARY FASHION	

DSGN 475	*GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR	
MRKT 484	DIGITAL MARKETING PLATFORMS	
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	
SUS 350	+*SUSTAINABLE COMMUNITIES	

**Total Credits** 28

### Major Code: 912

*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	4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Transitions		2
Core Ed: Arts & Humanities Global		3-4
<b>Credits</b>		<b>15</b>

#### Winter

ART 101	+*INTRODUCTION TO THE VISUAL ARTS	3
BA 161	INNOVATION NATION--AWARENESS TO ACTION	3
DSGN 101	DESIGN FUNDAMENTALS	4
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
<b>Credits</b>		<b>14</b>

#### Spring

BA 162	INNOVATION NATION--IDEAS TO REALITY	3
DSGN 121	COMPUTER AIDED DESIGN	3
WR 121Z	+*COMPOSITION I	4
Core Ed: Scientific Inquiry & Analysis		4
<b>Credits</b>		<b>14</b>

#### Second Year

Fall		Credits
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 315	ACCOUNTING FOR DECISION MAKING	4
or BA 211Z and BA 213Z	or PRINCIPLES OF FINANCIAL ACCOUNTING and PRINCIPLES OF MANAGERIAL ACCOUNTING	
DSGN 255	TEXTILES	4
DSGN 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Electives		2
<b>Credits</b>		<b>15</b>

#### Winter

ART 204	+*INTRODUCTION TO WESTERN ART: PREHISTORY TO HIGH MIDDLE AGES	3
or ART 205	or +*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
or ART 206	or +*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	

BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
DSGN 244	COLOR INNOVATION	4
DSGN 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	or +*TECHNICAL WRITING	
<b>Credits</b>		<b>15</b>

#### Spring

BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
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DSGN 253	+PROFESSIONAL DEVELOPMENT	3
DSGN 281	DRAWING AND SKETCHING	4
DSGN 282	DRAFTING YOUR CAREER BLUEPRINT	1
Core Ed: Scientific Inquiry & Analysis		4
<b>Credits</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall</b>		
ART 367	*HISTORY OF DESIGN	3
DSGN 311	+FRAMING YOUR CAREER PLAN	1
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
MGMT 364	INTRODUCTION TO PROJECT MANAGEMENT	4
Elective		3
<b>Credits</b>		<b>15</b>
<b>Winter</b>		
BA 354	^ETHICS IN ORGANIZATIONS	4
DSGN 312	FOUNDATIONS OF PERSONAL FINANCE II	1
DSGN 342	INTRODUCTION TO DESIGN MANAGEMENT	4
Core Ed: Difference, Power & Oppression Foundations		3-4
Elective		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
BA 361	IDEATION AND CREATIVE THINKING	4
DSGN 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
DSGN 343	IDEA VISUALIZATION	4
Core Ed: Seeking Solutions		3-4
Elective		3
<b>Credits</b>		<b>16</b>
<b>Fourth Year</b>		
<b>Fall</b>		
DSGN 411	NAVIGATING CAREER TRANSITIONS	1
DSGN 440	DESIGN RESEARCH	4
MRKT 492	CONSUMER BEHAVIOR	4
Design Elective		4
Elective		2
<b>Credits</b>		<b>15</b>
<b>Winter</b>		
DSGN 412	FINANCIAL PLANNING I	1
DSGN 441	SERVICE DESIGN INNOVATION	4
Design Elective		4
Experiential Learning		2
Elective		4
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
DSGN 413	FINANCIAL PLANNING II	1
DSGN 442	MATERIALITY AND MAKING FIELD PROJECT	4
Electives		6
<b>Credits</b>		<b>14</b>
<b>Total Credits</b>		<b>180</b>

\* 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

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