

DESIGN AND INNOVATION MANAGEMENT MINOR

This program is available at the following locations:

- Corvallis
- Ecampus

The Design and Innovation Management Minor offers students an understanding of the important role design plays in business and across industries. The minor provides students with a background in the basics of computer-aided design, design thinking, entrepreneurship, and marketing. Students from any major or discipline will develop an understanding of how design and business work together to create stronger solutions.

Minor Code: 052

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

- Recognize and apply appropriate design thinking processes to understand the framework of problem solving.
- Identify and apply design management practice to the business environment.
- Communicate ideas through visual methods.

Code	Title	Credits
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	PRINCIPLES OF MARKETING	
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 361	IDEATION AND CREATIVE THINKING	4
DSGN 121	COMPUTER AIDED DESIGN	3
DSGN 341	DESIGN THINKING AND PROCESS INNOVATION	4
DSGN 342	INTRODUCTION TO DESIGN MANAGEMENT	4
DSGN 343	IDEA VISUALIZATION	4
Total Credits		27

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