Corporate innovation is a series of processes by which established companies promote, design, and pursue innovation opportunities that can result in new products, services, and/or business models. It entails R&D activities, product development, internal venture accelerators, acquisitions, and alliances. Innovation is the most powerful competitive weapon for a corporation that wants to ensure growth and relevance over time.

The corporate innovation concentration is designed to prepare students to develop new businesses, products, services, or processes inside of an existing organization to create value and generate new revenue growth through entrepreneurial thought and action. A concentration in corporate innovation seeks to develop students to be agents of change and renewal within established companies, aspiring to leading roles in areas such as product development, new business research, and innovation-related projects. This concentration targets students with co-op aspirations that involve positions within corporations such as entry-level product line management, project management, consulting, and new product and service development.

**Concentration Requirements**

**CONCENTRATION IN CORPORATE INNOVATION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>ENTR 2301</td>
<td>Innovation!</td>
<td>4</td>
</tr>
<tr>
<td>ENTR 4504</td>
<td>Corporate Innovation Seminar</td>
<td>4</td>
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**Electives**

Complete two electives, one of which may come from the additional electives list: 8

- ENTR 2304 Industry Disruption and Corporate Transformation
- ENTR 3335 Product Innovation and Portfolio Management
- ENTR 4225 Growth, Acquisitions, and Alliances

**Additional Electives**

- ENTR 2206 Global Social Enterprise
- ENTR 2215 Understanding Family Enterprise
- ENTR 2303 Marketing Strategies for Startups
- ENTR 4983 Special Topics in Entrepreneurship
- FINA 4610 Entrepreneurial Finance and Private Equity
- MGMT 3302 Negotiating in Business
- MGMT 3340 Healthcare Management, Innovation, and Design
- MGMT 3530 Project Management
- STRT 4301 Strategic Analysis and Decision Making

One course from an approved Dialogue may count toward a concentration elective.